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HARDWARE AGE

Published
Every Other Thursday



TRUE TEMPER ***TOOLS of the MONTH***

• Here's a new idea in tool merchandising—an idea that will put more "pepper" into the sale of tools.

This is the idea—to feature each month in 1936 a few carefully selected fast selling TRUE TEMPER Tools as—TOOLS OF THE MONTH.

We offer plenty of help to hardware merchants who want to sell more and better tools in 1936. Write us for details of our *free* offer in connection with TRUE TEMPER "*Tools of the Month.*"

THE AMERICAN FORK & HOE COMPANY • Cleveland, Ohio
Makers of Essential Tools

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ANNOUNCING THE 1936 NORGE...

"The Greatest Norge of All Time"

ROLLATOR REFRIGERATION



Norge has pioneered many of the most important improvements in electric refrigeration. This process of development has been careful, surefooted, and painstaking. Every step has been thoughtfully engineered. Every slightest change has been super-tested—at the factory, in experimental laboratories, in homes.

American housewives expect great things of Norge. They look to Norge to be the first to pioneer new developments of proven merit. But in all pioneering, Norge wants proof—indisputable proof.

Year after year, Norge goes to the women of America for facts—facts which will enable Norge to build the finest possible refrigerator, to best serve the American home. In the light of these facts, the 1936 Norge Rollator Refrigerator was designed, built, offered to the public—the greatest Norge of all time.

Again, Norge has done the "impossible." The Norge that has been *proved* by every kind of scientific and practical test—the Norge that has been *approved* by hundreds of thousands of enthusiastic users—is now still further *improved*.

The 1936 Norge Rollator Refrigerator, in design, efficiency, convenience features, flexibility of interior arrangement, economy of operation, is by far the *greatest Norge of all time*.

Write for complete and specific information about the new Norge Rollator Refrigerator—or any other of the distinctive Norge home appliances. Learn about the big profit opportunity in "going Norge."

NORGE DIVISION Borg-Warner Corporation
606-670 E. Woodbridge St., Detroit, Michigan

THE ROLLATOR COMPRESSOR... smooth, easy, rolling power, instead of hurried back-and-forth action. Result—more cold for the current used, and a mechanism which is almost everlasting.



Norge Concentrator Gas Range for better cooking results.

Norge Autobuilt Washer for long years of dependable service.

Norge Quality Ironer, easy to learn to use, fast and efficient.

Norge Whirlator Oil Burner for maximum heating efficiency.

PROVED

by every possible factory, laboratory and home test.



APPROVED

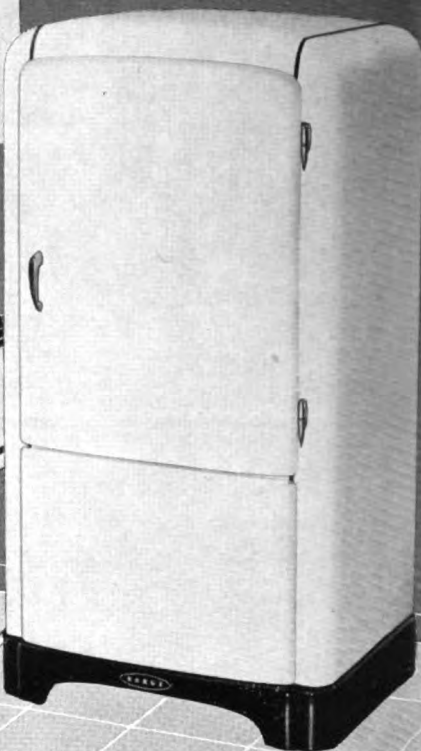
by more than half a million enthusiastic users.



NOW

IMPROVED

in beauty, convenience features, trouble-free performance.



NORGE

ROLLATOR REFRIGERATION

REG. U. S. PAT. OFF.

DOMESTIC AND COMMERCIAL REFRIGERATION, GAS AND ELECTRIC RANGES • WASHERS AND IRONERS • WHIRLATOR OIL BURNERS • FINE-AIR FURNACES • AIR CONDITIONING • CIRCULATOR ROOM HEATERS

HARDWARE AGE

TRADE **YALE** MARK

IT IS ESTIMATED that approximately ten million people will see this advertisement. Its interesting, dominating character will "stop" them. Its dramatic story of YALE protection will impress them. This is your advertising—designed to send people into your store to buy YALE Locks. We ask only that you take full advantage of it by keeping YALE Products constantly and prominently displayed.

THE YALE & TOWNE MFG. CO.

Look for this advertisement in the February 8th issue of the Saturday Evening Post.

**THEN - ARMED VIGILANCE
WAS THE PRICE OF
SECURITY
... NOW**

YALE

LOCKS

**STAND GUARD
FOR YOU
24 HOURS
A DAY ...**

SOLD BY ALL HARDWARE DEALERS
THE YALE & TOWNE MFG. CO.
STAMFORD, CONN. Canadian Division, ST. CATHARINES, ONT.
Look for the name YALE on any LOCK or DOOR CLOSER you use.

A real combination Utility and Beauty

THESE are the outstanding features that definitely make a favorable and lasting impression on your trade.

The very nature of cabinetwork, with its characteristics of a finer and more exacting type of carpentry, calls for hardware with a corresponding fineness and also with an exactness that will assure smooth-operating hinges and catches.

Added to this you will always find in

National

CABINET DOOR SETS AND HINGES a construction and a finish which radiate quality and possess eye appeal.

There is a profitable market for this fine hardware in your locality. Are you fully prepared to serve your trade now?

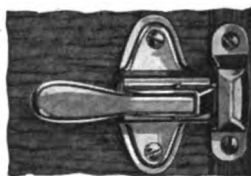


**NATIONAL
MANUFACTURING CO.**
STERLING, ILLINOIS

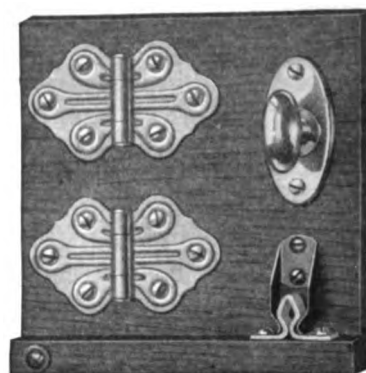
National Hardware is sold direct to the retail dealer—a policy that promotes quality, service and direct selling cooperation.



No. 705R
Cabinet Door Latch



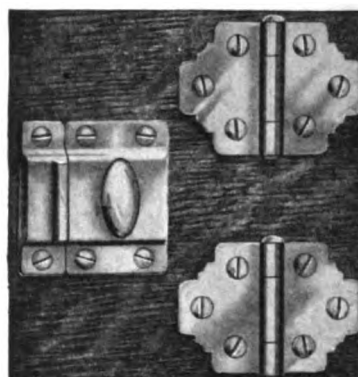
No. 705S
Cabinet Door Latch



No. 715 Friction Cabinet Door Set



No. 716 Friction Cabinet Door Set



No. 725 Cabinet Door Set



No. 719R Cabinet Door Set

No. 719S Same as above except catch is designed for surface door

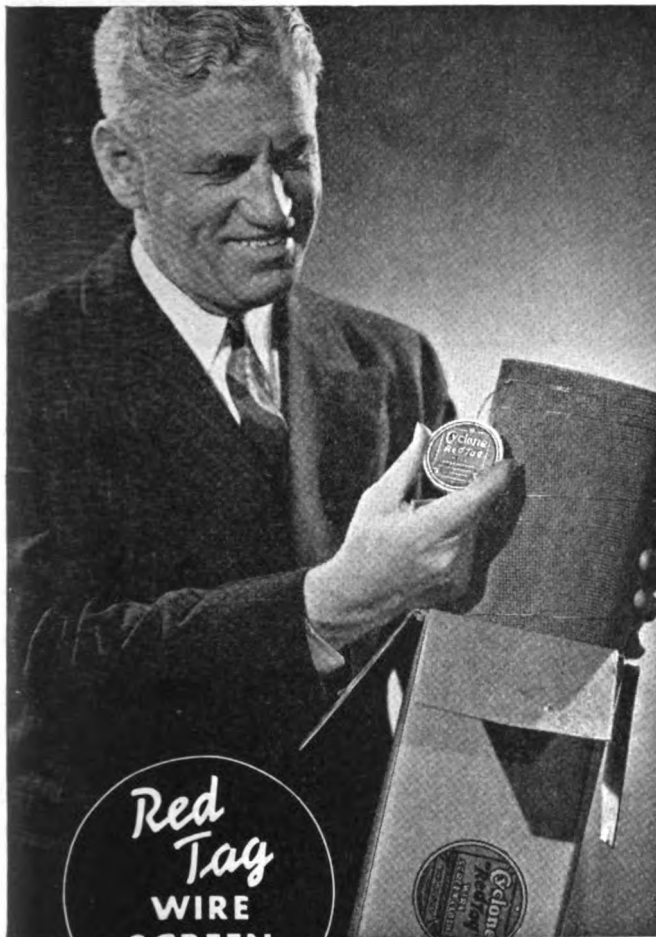
UNITED STATES STEEL

SAVE TIME AND MONEY—ORDER IN MIXED CAR LOTS



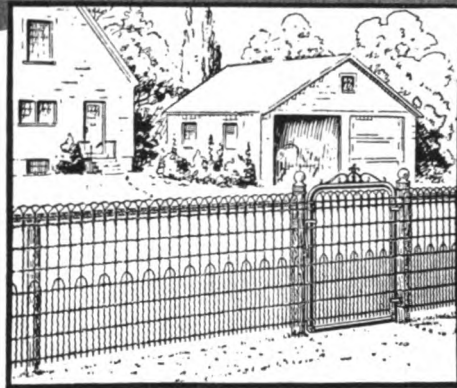
FOR STEADY TURNOVER... THESE CYCLONE PRODUCTS

... and the products shown on the following 3 pages



Uniformly woven of full-gauge wire. Easy to handle. Lies flat—does not bulge or curl. Has two-wire selvage. Furnished painted black, galvanized, bronze or copper, widths 18 to 48 inches, meshes 12, 14, 16, 18. Each roll comes packed in individual container.

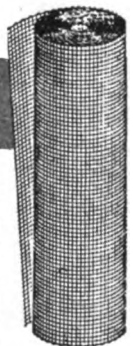
"RED TAG" LAWN FENCE



Style "F" fabric illustrated. For front and back yard or division fence. Can be erected either on wood posts and 2 x 4 top rail or steel posts. Heavily galvanized pickets 3 inches apart at top, 1½ at bottom. Cables are two-ply galvanized wire.

"RED TAG" HARDWARE CLOTH

A superior cloth, produced of highest grade materials by improved manufacturing processes. Exclusive galvanizing process assures a more durable and uniform product. Available in the standard widths and meshes. Standard length rolls—100 lineal feet.



*Write for prices and catalog
giving complete information*

CYCLONE FENCE COMPANY

General Offices: Waukegan, Illinois
Pacific Coast Division: Standard Fence Co., Oakland, California

CYCLONE *Red Tag* HARDWARE PRODUCTS

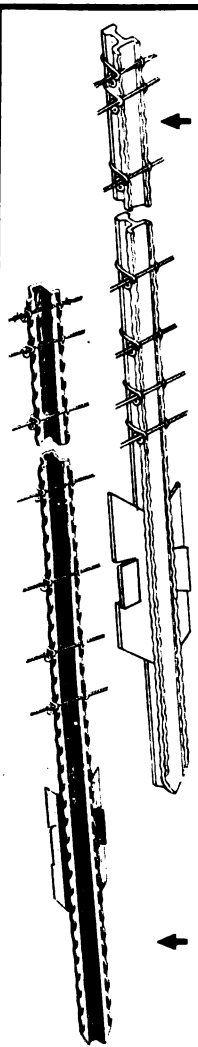
UNITED STATES STEEL

SAVE TIME AND MONEY—ORDER IN MIXED CAR LOTS



GENUINE AMERICAN FENCE

Medium Hard Wire . . . Tough and Sturdy



**AMERICAN BANNER
STEEL FENCE POSTS**

**Self-Anchoring . . .
One Man Does the Job**

Built like a railroad rail—made of tough new steel to provide a lifetime of service. Large slit wing anchor roots the post into the ground as it is driven. No holes to dig—no tamping. Anchors solid as a rock in any soil. Closely-spaced wire notches permit wire to be fastened to post exactly where it crosses post. Seven clamps furnished free with each post. Furnished in 5, 6, 7, 7½ and 8 ft. lengths—either painted orange or galvanized. Painted posts finished with heavy coat of special steel paint baked on under high temperature.

IDEAL U FENCE POSTS

**A Good Seller
Everywhere**

Extra strong and durable. Made of new special steel. Patented anchor plate grips the soil—assures rigid and tight fence line. No holes to dig. One man does the job complete. Painted green; furnished in same lengths as Orange Banner.



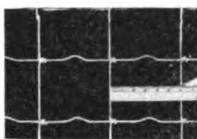
It's not by accident that there is more genuine American fence in use today than any other brand. Farmers know that American has got what it takes to stand the gaff. Every fence feature your farm trade wants. Made of the best materials by wire fence experts who've been making good fence for over 40 years. Every style, size, and gauge. Every roll guaranteed full weight, full gauge and full length. You can't handle a better, more profitable fence than American!



American zinc coating, smooth and even, resists attacks of weather.



Ordinary zinc coating rough, peels easily, exposing wire to damage of weather.



American stay wires guaranteed to be either 6 or 12 inches apart. Every roll strictly full length.



American Weather curves take care of expansion and contraction—keep fence taut and trim.

AMERICAN STEEL & WIRE COMPANY

208 South La Salle Street, Chicago, Illinois

TENNESSEE COAL, IRON AND R. R. COMPANY

Birmingham, Alabama

COLUMBIA STEEL COMPANY

San Francisco, California

AMERICAN FENCE AND POSTS

UNITED STATES STEEL

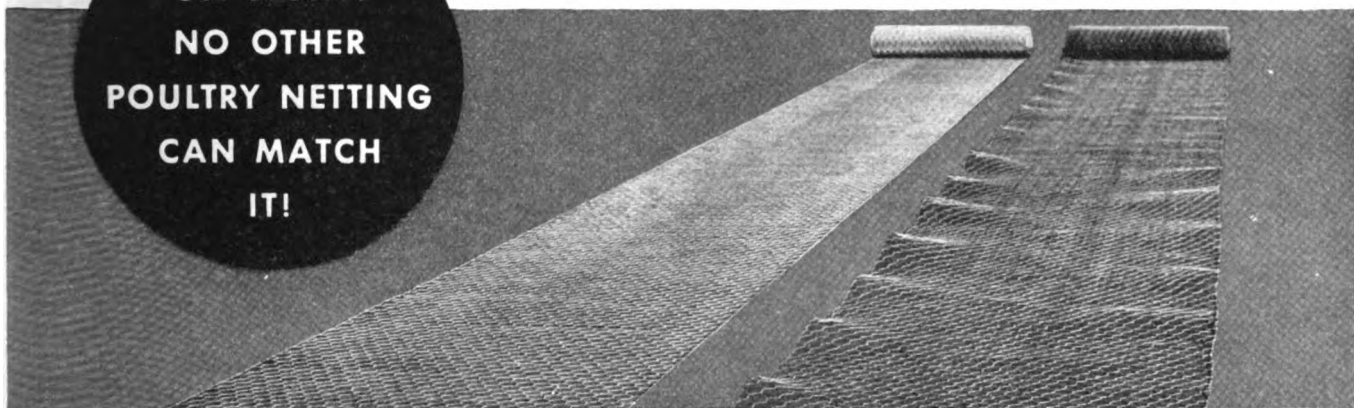
SAVE TIME AND MONEY—ORDER IN MIXED CAR LOTS



Now . . A New, Improved Poultry Netting

American **HEX-CEL**

**SELLS
ON SIGHT!
NO OTHER
POULTRY NETTING
CAN MATCH
IT!**



Those are strong words. But you can prove it to yourself and to your customers by a simple demonstration. Look at this picture. This simple test sells Hex-Cel on sight. Unroll Hex-Cel poultry netting. Then—along side of it—unroll any ordinary netting. Instantly, your customers will see the difference. Hex-Cel is as straight and true as a steel yardstick. Yet it costs no more than ordinary netting! Why is Hex-Cel such a superior netting?

Lots of reasons: Hex-Cel Lock Joint holds each cell in true alignment. This means a flat, non-buckling fence—makes the use of top and bottom boards unnecessary—requires fewer supporting posts.

Hex-Cel fights corrosion. It's made of Copper Bearing steel wire—smoothly coated with zinc. Easy to erect. Stretches tight and straight as a die without bagging. You'll find Hex-Cel the best-selling poultry netting you've ever had in your store.

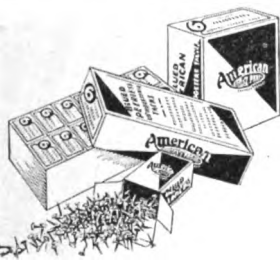
WE OUGHT TO KNOW HOW TO MAKE GOOD BARBED WIRE

AMERICAN NAILS • TACKS STAPLES

Every style for
every need



Even in common items it pays to carry the best—for good quality means repeat sales. Tacks—clean, strong, well-centered heads, sharp points. Nails—bright, galvanized and Pearson coated, made from hard steel. Perfect heads, sharp points. Staples—for every purpose. The kind that drive true, and hold fast.



.... WE ORIGINATED IT!

Guaranteed full spools. 6 types—a style to satisfy any preference.



Waukegan Two or Four Point



Ellwood Junior Two Point



American Special Two Point



American Glidden Two Point



Lyman Four Point



Ellwood Glidden Two Point

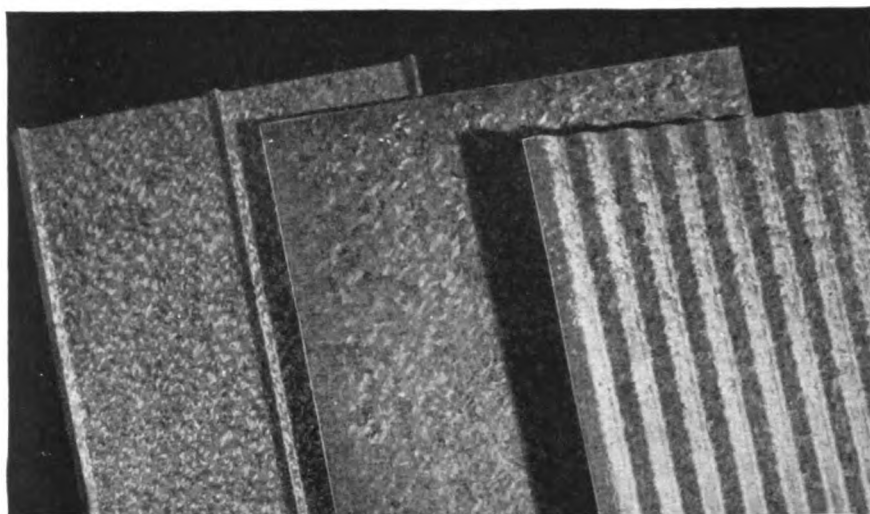
AMERICAN WIRE PRODUCTS

UNITED STATES STEEL

SAVE TIME AND MONEY—ORDER IN MIXED CAR LOTS



... and as for **STEEL SHEETS**

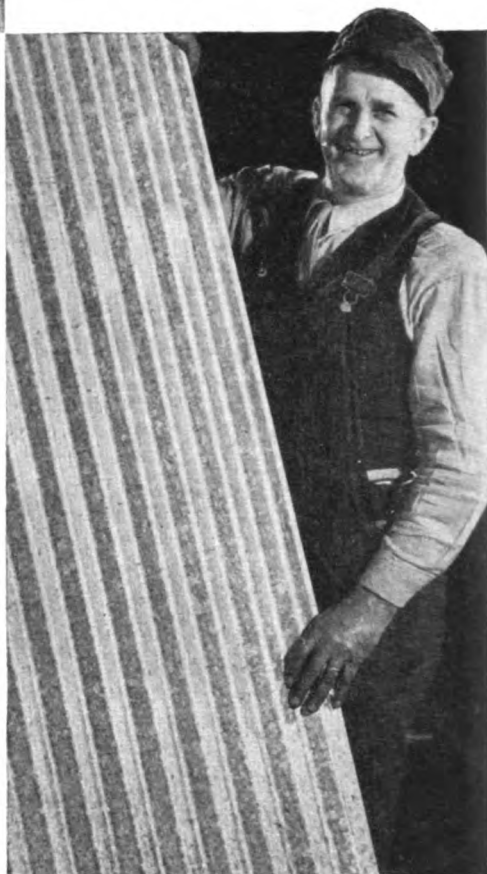


There Are None
Better, None
More Profitable
to Handle,
Than These

● Steel sheets may *look* alike. But all steel sheets don't *wear* alike. You're sure you are giving your customers the best in sheet metal roofing and siding when you handle American, Tennessee, or Columbia sheets. These sheets are *full gauge*, with the full weight value that insures long life. All types—rust-resisting copper bearing, galvanized, black . . . plain, corrugated, or V-crippled. Write for prices and complete information.

American Sheet and Tin Plate Co., Pittsburgh, Pa.
Tennessee Coal, Iron and R. R. Co., Birmingham, Ala.
Columbia Steel Company, San Francisco, California

There are none better than these brands



AMERICAN • TENNESSEE • COLUMBIA

HARDWARE AGE

*With Which is Combined
GOOD HARDWARE*

CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

Sales Office

239 WEST 39TH STREET

NEW YORK, N. Y.

Vol. 137

No. 2

GEORGE H. GRIFFITHS
President

CHARLES J. HEALE, *Editor*

J. A. WARREN, *Managing Editor*

MACDONALD WITTEN
Associate Editor

ALBERT J. MANGIN
"Who Makes It?" Editor

L. W. MOFFETT
Washington Representative

ADVERTISING REPRESENTATIVES

NEW YORK:
H. G. BLODGETT, 239 W. 39th St.
BOSTON:
CHAUNOBY F. ENGLISH, 140 Federal St.
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C. A. MUSSELMAN, President
FRITZ J. FRANK, Executive Vice-President
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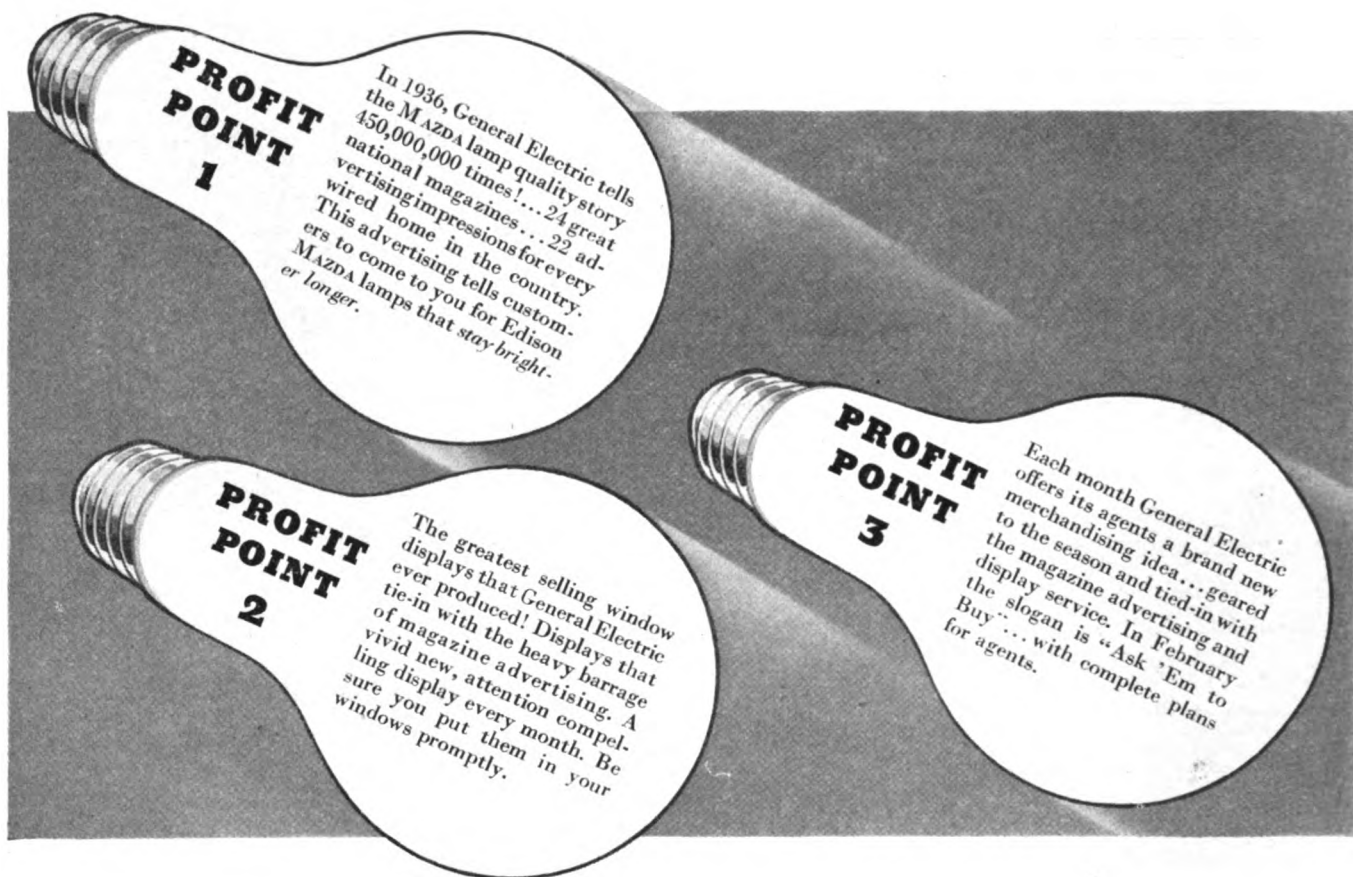
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Follow thru with

GENERAL ELECTRIC'S NEW 3-POINT PLAN FOR MORE LAMP PROFITS



THEN—it's up to you to complete the sale. Ask every customer to buy Edison MAZDA lamps. Urge them to buy the proper lamps for each lighting need. See your jobber for further details or write direct to General Electric Company, Dept. 166, Nela Park, Cleveland, Ohio.

VALUABLE BOOKLET YOURS FREE

You probably never saw anything like this valuable new booklet that's packed with honest, tested, selling experiences. It's called, "You Can Do It Too", and tells in short, pithy style the individual sales experiences of 47 MAZDA lamp agents. Clip the coupon and send for your free copy.

...CLIP THIS COUPON



Sales Promotion Dept. HA-2.
Incandescent Lamp Dept.,
General Electric Co., Nela Park, Cleveland, Ohio.

Gentlemen:
Please send free of charge your booklet (Y-5151) "You Can Do It Too".

EDISON MAZDA LAMPS

GENERAL  ELECTRIC

They stay brighter longer

Name _____
Store _____
Street _____
City _____

State _____

Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

New Policy

Last month I participated in a little investigation of merchandise sold in mail order retail stores. On six major items: refrigerators, oil stoves, vacuum cleaners, radio, washing machines and electric ironers our little committee endeavored to learn the names of producers supplying two well known mail order firms. In each instance and on all six items, salesmen said they didn't know or that they were not permitted to divulge the name of the maker because of the special price, adding sometimes that the product was made to special specifications not available elsewhere. Maybe so—but we had a notion, every time, that we could detect certain characteristics somewhat familiar to all of us. This experience is in marked contrast to the common practice of these competitors in recent years. Previously they bragged loudly, boldly and extravagantly about their sources of supply, even claiming in certain standard lines that the mail order product was superior to some standard brands of well known manufacturers. This change has probably come about through the increased pressure of independent

distributors to force manufacturers to stop providing chains and mail order firms with preferential prices on identical goods. This will not entirely cure the situation but is some help in such cases as may develop where a brand has admitted better acceptance and the branded product a better finish or some other with extra value.

A & P Threat—

Although never very much impressed with the usefulness of chain store taxes, believing that such levies shortly become general taxes on all retailers I am conscious that A & P is worried about the chain store taxes in several states. Iowa seems to be giving this grocery chain a problem sufficient to bring out an official signed statement from John A. Hartford, its president. He threatens to sell Iowa stores (and if need be stores in other states) to their managers and to develop the A & P organization as a strictly wholesaling organization. Presumably the managers would use their own names and operate much on the order of a voluntary chain set-up. It is interesting to note that in 1935 more than 200 such chain store tax bills were introduced in

43 states. Early indications are that 1936 state legislatures will make even greater strides in this direction. Remembering that office-holders are sensitive to organized public opinion, those who see a partial solution in such taxes should get very busy right away, for the current year promises to make chain store taxes more likely than ever before. There is all the weight of the Patman investigation plus a partially aroused public to help promote such levies.

A NEW AAA?—

The Supreme Court declares the Agricultural Adjustment Act (AAA) unconstitutional, largely on the basis that it permits the Federal Government to trespass on privileges and authority belonging to individual states. This is undoubtedly true and accurate from the legal standpoint, but to the many hardware dealers located in farming sections which enjoyed improved buying power under AAA, the decision comes as a distinct blow. The farmer needed some definite financial aid and the country hardware stores prospered under the recently improved status of many farmers. Politically the farmer is entitled to government help just as much as any other group of citizens and on the same basis that manufacturing groups obtain tariff relief, transportation units receive subsidies and utilities receive franchises which guarantee a rate of profit. At the same time it is doubtful whether farm relief to date (which includes all efforts at Washington for many administrations) has ever offered more than a palliative, instead of a cure. In relation to the prices farmers pay for anything they buy and in relation to the final consumer price of food there is certainly a total lack of balance found in typical returns for the very steady, strenuous and necessary work which farmers perform. With the AAA killed, there will soon be under way some substitute legisla-

tive effort seeking the same objectives. Farmers are better organized and more articulate than for many years which makes them collectively a political problem in both local and national elections. They have had a taste of governmental aid which has whetted their appetites in this direction. In their efforts for some federal or state aid to take the place of the former AAA, many wholesale and retail hardware distributors will be selfishly sympathetic and perhaps helpful. Farm relief developments are of vital concern to this trade and should be seriously studied. The farmer's continued buying power is a prime essential to making 1936 a good year for a large section of the hardware trade.

Jobbers' Catalog—

The costs incident to preparing, printing and distributing a jobber's catalog were formerly a part of the jobber's selling and sales promotion expenses. There is no good reason why the manufacturer should be expected to provide the money for a share of the cost governed by the number of pages given over to his line. The practice persists with wholesalers "cracking down" if the first general suggestion does not take. It makes an unfair and improper extra burden on the producer. If he pays out money for this purpose to one wholesaler he must do it for all wholesalers to whom he sells goods. Very few jobbers asking this help would be equally as keen for paying the cost of their dealer-customer's printed matter or newspaper advertising, yet the principle is the same. If this practice were followed all the way through business the dealer would charge his printed matter and advertising bills to the jobber; the jobber would charge his catalog to the manufacturer and the manufacturer in turn presumably would expect his source of supply for raw materials to pay his sales promotion, sales literature and related costs. Last October the Atlantic City Manufacturers Convention reaffirmed a resolution condemning the practice of manufacturers paying for a share of jobbers' catalog costs.

A compromise is frequently arranged by furnishing electros for illustrating catalogs. This is certainly an ample contribution. In some cases it is practical and desirable for manufacturers to furnish prepared pages in colors printing up a large volume at a low cost per thousand sheets. Some jobbers welcome these sheets but expect the manufacturer to pay a binding in cost or some other pro rata of so much per page. The average manufacturer considers this practice an unjust and unfair "levy" very closely akin to efforts to sell advertising in church, school and fraternal programs and are justified when they refuse to participate in this expense which should not be charged to them. If the manufacturers would stick together on the reaffirmed resolution instead of getting cold feet every time a good customer makes the request, the practice would soon die out.

And/Or—

Prior to the NRA and the code discussions the expression "and/or" was pretty well restricted as a device of the legal fraternity preparing documents, contracts, and so forth. In the code era the expression was used frequently and glibly, often to include in a code clause a nullifying effect or more embracing effect than was intended or understood by many of those allegedly participating in code writing. Supreme Court Justice Chester A. Fowler (Wisconsin) recently belabored the "and/or" as follows:

"It is manifest that we are confronted with the task of first construing 'and/or', that befuddling nameless thing, that Janus-faced verbal monstrosity, neither word nor phrase, the child of a brain of some one too lazy or too dull to know what he did mean, now commonly used by lawyers in drafting legal documents, through carelessness or ignorance or as a cunning device to conceal rather than express a meaning with a view to furthering the interest of their clients. We have observed the 'thing' in statutes, in the opinions of the courts and in briefs of

counsel, some learned and some not."

This will interest a great many hardware men who spent painful hours listening to code discussions "and/or" arguments.

The Supreme Court—

Of late there has been widespread discussion as to desirability of constitutional amendments which would nullify the Supreme Court's power to rule on legality of Congressional or Executive action. Much of the discussion centers about the unfavorable decisions given NRA and AAA. The Constitution provides orderly procedure for amending the Constitution. The final judgment rests with the American people at the ballot box. They can if they desire, in the majority, overrule executive, congressional and judicial decisions. Were this not so a future Congress or future Executive could suspend the right of free speech, free press, free religious worship and perhaps the right to vote, leaving citizens powerless to protest or protect their proper rights and liberties. The Supreme Court continues to be a balance wheel preventing uneconomic, unfair decisions prompted by political expediency from either of the existing two major political parties or any future political parties which might successfully completely dominate all government offices. In other words, the Supreme Court with its mandate from the Constitution, prevents any single group of successful office holders to impose their own set rules in violation of the best interests of all citizens. This is something we should remember in discussing or considering constitutional amendments intended to clip the wings of the Supreme Court. That some social reforms should and must be developed is generally conceded but scrapping the basic principles of the Constitution and our present form of government structure are doubtful methods toward such action.

Hardware Curiosities

By ROBERT PILGRIM

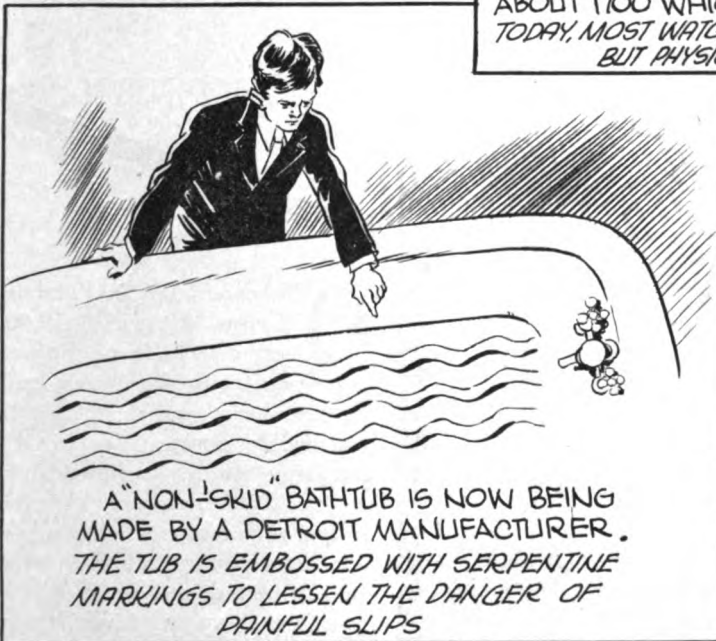
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THE BAYONET IS NAMED AFTER THE CITY OF BAYONNE, IN SOUTHWESTERN FRANCE. DURING AN EARLY HARD-FOUGHT SIEGE, THE CITY'S DEFENDERS FOUND THEMSELVES WITHOUT AMMUNITION. ONE SOLDIER INSERTED THE LONG HANDLED-KNIFE USED FOR HAND-TO-HAND FIGHTING IN THE BARREL OF HIS GUN TO GIVE THE KNIFE A WIDER RANGE. THE REST FOLLOWED, AND THE NEW DEVICE WAS CALLED A "BAYONET"



THE SECOND HAND ON WATCHES WAS PLACED THERE FOR THE USE OF PHYSICIANS IN COUNTING THE PULSE. SIR JOHN FLOYER, ENGLISH PHYSICIAN, INVENTED A "PULSE WATCH" ABOUT 1700 WHICH FEATURED A SECOND HAND. TODAY, MOST WATCHES HAVE THEM BUT HARDLY ANYONE BUT PHYSICIANS MAKE USE OF THEM



A "NON-SKID" BATHTUB IS NOW BEING MADE BY A DETROIT MANUFACTURER. THE TUB IS EMBOSSED WITH SERPENTINE MARKINGS TO LESSEN THE DANGER OF PAINFUL SLIPS



"FLY-FLAPS" TAKE THE PLACE OF FLY SWATTERS IN ETHIOPIA. THE PRIESTHOOD IS GIVEN THE EXCLUSIVE RIGHT TO CARRY THE FLAPS, WHICH USUALLY HAVE INTRICATELY-CARVED HANDLES AND HORSEHAIR WHISKS DYED RED



A substantial display of electrical refrigerators helps Sell & Sons do a steady and thriving business. Below: One of their effective window displays.

We have no canvassers, no high pressure selling methods and, with plenty of strong competition, we sell



Fifteen

By JOHN SELL

*Retail Hardware Merchant
Pittsburg, Kansas*

OUR experience in Pittsburg, Kansas, a town of 19,000, seems to indicate little or no reason for the hardware dealer to lose heart and feel that the worthwhile business is going to the drug stores, specialty stores and utility companies. We are selling an average of fifteen electric refrigerators a month without canvassing, and for three years now we have successfully disposed of two hundred a year in

addition to a substantial number of other major appliances.

We have taken many awards made by manufacturers for quantity selling, sharing the prizes with the fellows on the "firing line"—the store salesmen. They will give you their best efforts if you let them know they are sharing your success.

Newspaper advertising plays a major part in the successful selling of electrical appliances and in our case attracts profitable store traffic through our practice of offering a weekly special. We are able, through our agency for a nationally known line of refrigerators, to call attention to its five-year guarantee, which, of course, helps sales greatly, since they cost no more than other good refrigerators.

It must not be imagined that the selling of a substantial number of refrigerators in our store is an effortless undertaking. There

The advertisement is a dense grid of small ads for various household goods. At the top, it says 'Page Two' and 'THE PITTSBURGH HEADLINE'. The main headline is 'THIS WEEK'S SPECIAL' with a large '25c' in a circle. Below this, there are numerous small ads for items like: 'Gray Enamel Dish Pan', 'Narcissus Bulbs Sprouted, 3 for 10c', 'Electric Light Fixtures', 'Barbecue Garden Seeds', 'Electric Ranges', 'G.E. Light Bulbs', 'Radio Service', 'YOUR U.S. INCOME TAX', and 'Double Floor Buffers'. The bottom of the ad features a large illustration of a man (John Sell) and the text 'AND HERE ARE SEVERAL REASONS' followed by 'SELL & SONS' in large letters.

This typical Sell newspaper ad ties in with a seasonal event.

Refrigerators a Month



JOHN SELL

are exactly ten other dealers in Pittsburgh selling as many makes, some at considerably lower prices and with men out ringing door bells all day long. We have a mail order store just across the street, but we have a sign over our door large enough to attract the attention of the customer who may be thinking of entering there. A well-displayed refrigerator is always to be seen in our display

window and a model working in a glass case leaves no doubt in the prospect's mind as to its operation. The prospect, entering our store, finds about the center of the store one of every model we sell on display, connected, lit up and the trays full of ice. Food is displayed in them as though in actual use in the home. One refrigerator is neatly arranged with bottles and other necessary provisions for a pleasant evening.

When customers are through with their ordinary purchases, we make it a practice to ask the

question, "When are you going to buy an electric refrigerator?" We assume they either have one or will buy one, and, in any event, the positive suggestion helps create the desire to own one. If he or she is not in too great a hurry we get over our story of electric refrigerators before they leave. Even if they definitely indicate they cannot or will not buy at the moment, their names are placed on the mailing list for "education." Beginning the following morning, they will receive, for seven consecutive mornings, something in the mail from Sell & Sons telling them why they should own an electric refrigerator. Thus, we get a dignified story over in a dignified way. After a prospect has received these mailing pieces, the name is given to one of our salesmen (store salesmen during the day), who makes an appointment to call in the evening, when husband and wife are at leisure to listen to an interesting story, for which the mailing pieces have, we hope, prepared them. Taking the angle of a refrigerator being something they want and telling the story interestingly makes it easier to sell it.

Our salesmen are paid their regular salaries, plus a small commission on refrigerator sales. They are thus encouraged to make sales without the strong arm methods sometimes resorted to by men who sell on commission exclusively. When our men make a sale they add a satisfied customer to the list.

Cash sales are made wherever possible, but where credit is good and a sound sale can be made on a credit basis, as much as thirty-six months' time is allowed. Terms are made so clear that misunderstandings are avoided and no customers are lost; although contracts call for payments to be made directly to the finance company on the due dates, we ask that payments be made direct to us and we remit to the company, because it keeps us in friendly contact with the customer for two or three years.

In addition to our direct mailing system, customers and prospects are taken into our confidence through our newspaper advertis-

ing. We keep them posted each week on our sales progress, thereby enlisting their interest. The customer who has purchased from us feels proud to belong to the increasing majority who own our make of refrigerators and the prospect is influenced to join that majority and is encouraged in the feeling that his judgment is right.

Naturally there are, in spite of careful selling, some repossession in the large number of contracts we make, particularly in such times as we have just been through; but our repossession have been less than 4 per cent during the past three years. We are told that this is far below the average for the country.

Refrigerators saved us a sad experience in the fall of 1935, when unseasonably warm weather cut deeply into the sales of heating stoves. We sold six electric refrigerators on November 1, by

a little extra effort, on November 9, four were sold. From September 1 to November 23, thirty-six refrigerators were disposed of in our store.

Our Washing Machine Sales

Next to our refrigerator business are our washing machine sales which come close to living up to our slogan, "One Washer a Day." We don't quite reach that desirable goal, but we don't miss it very far. The same methods are used as in selling refrigerators, but we do not demonstrate washers. The machine is bought and paid for or a contract signed for monthly payments before a washer is delivered.

It should be realized that manufacturers are willing to help those who market their products for them successfully.

The Salesman's Prospect Card

By MARVIN SALLEE

A. A. Doerr Co., Larned, Kansas

A SITUATION which is not uncommon to institutions operating on a departmental basis is the problem of effecting an atmos-

phere of perfect harmony between all of the outside salesmen.

The "Salesman's Prospect Card" is conveniently arranged for recording information invaluable to sales promotion. The system requires that each salesman maintain a written record of each prospect's requirements, whether it pertain to his particular department or not. Written records have preference over mental notes in business transactions.

Upon completion, the cards are submitted to the general office for consideration and tabulation; as it is essential to ascertain the financial responsibility of each prospect before referring the "lead" to the proper department for a follow-up.

This indirect means of procuring prospect data provides an increased list of customer requirements, as well as a spur to salesmen. It also enables the office to eliminate the names of undesirable prospects, so that salesmen will not waste their efforts on those who are not financially able to buy.

| SALESMAN'S PROSPECT CARD | | |
|--------------------------|-----|------------------|
| Name _____ | | Date _____ 193__ |
| Address _____ | | Salesman _____ |
| Prospect For | "X" | Kind and When |
| Frigidaire..... | | |
| Delco Light..... | | |
| Water System..... | | |
| Plumbing..... | | |
| Wiring..... | | |
| Batteries..... | | |
| Hoover..... | | |
| Stelgas..... | | |
| Milker..... | | |
| Furnace..... | | |
| Radio..... | | |
| Paint & W.P..... | | |
| Gas Range..... | | |
| Gas Heater..... | | |
| Oil Stove..... | | |
| Furniture..... | | |
| Rugs..... | | |
| Piano..... | | |
| Combine..... | | |
| Tractor..... | | |
| Cream Sep..... | | |
| Drill..... | | |
| Tillage Tools..... | | |
| Grinder..... | | |
| Hay Tools..... | | |
| Fence..... | | |
| Maytag..... | | |
| Automobile..... | | |
| Truck..... | | |



HARDWARE AGE FIFTY-YEAR CLUB

JOSEPH LUDS, Western representative for the R. E. Dietz Co., New York City, qualifies for the **HARDWARE AGE Fifty Year Club** with a year to spare. Becoming associated with the company in August, 1884, at the age of 21. Mr. Luds has since been on the job for the company without a break, and has advanced from shipping clerk to the position he now holds. During the past 40 years his field of endeavor has been West of Chicago to all Pacific Coast points. A native of Chicago, he makes his headquarters at the company's office in that city, at 180 N. Michigan Ave. He is justly proud of his long-time affiliation with the nation's largest manufacturers of lanterns. His greatest hobby is in meeting and corresponding with the trade, and in attending the Atlantic City hardware conventions.



JOSEPH LUDS



GEO. T. PRICE

GEORGE T. PRICE, vice-president in charge of sales for the American Fork & Hoe Co., Cleveland, Ohio, began working for W. C. Kelly & Co., axe manufacturers, then at Louisville, Ky., in 1884. Mr. Price was born in Lexington, Ky., but when he was about six years old his family moved to Louisville, where he attended the grade schools, and graduated from high school at 17. During school vacations he worked at the axe plant. Later, when the axe factory was moved to Alexandria, Ind., where it remained for 10 years, Mr. Price

continued to work for the company, as he did when the factory was moved to Charleston, W. Va., more than 30 years ago. In 1930, the Kelly Axe & Tool Co., was merged with the American Fork & Hoe Co., and following this merger Mr. Price continued as manager of the Kelly Axe & Tool Works in Charleston. In 1932, he was named to his present position, which necessitated his moving to Cleveland, where the company's general offices are located at 1623 Euclid Ave. When Mr. Price began working for the company he was engaged in the production end of the business, but the greater portion of his half-century of service has been devoted to the Sales Department. He is chairman of the Executive Committee of the "Old Guard" of the Southern Hardware Salesmen's Association, and has served as a member of the Executive Committee of the American Hardware Manufacturers Association.

FRED L. STELLWAGEN, manufacturers representative, 12 Warren St., New York City, has been affiliated with the hardware business for 57 years. He entered the employ of Sargent & Co., New Haven, Conn., as a bill of lading boy and clerk in the shipping department of the company's New York City branch in 1878. Four years later he was transferred to the sales department, and a few months following this he became a traveling salesman for the company. He next became sales manager of New York trade sales, and served in this latter capacity for nearly 40 years. During this time he also served as the company's secretary. His experience was gained under Geo. H. Sargent and T. J. Atkins. Leaving the company in September, 1930, Mr. Stellwagen, and his only son, Fred L. Jr., under the firm name of Fred L. Stellwagen & Sons, started in as sales representatives for a number of hardware manufacturers. A year ago, his son passed away, and Mr. Stellwagen has been deeply touched by this loss. For many years he has been keenly interested in growing things, and at 73, trees and all plant life continue to be his main hobbies.



F. L. STELLWAGEN



Substitute AAA Plan Urged By Western Association

THE forty-seventh annual convention of the Western Retail Implement and Hardware Association was the largest gathering and exhibition in the organization's history and in the records of the hardware trade of the United States. Held at the magnificent, new Municipal Auditorium, Kansas City, Mo., January 14 to 16, 1936, the registration exceeded 3000 and easily shattered all former attendance records. At Ararat Temple, where the business sessions convened, an audience of 1200 was not at

World's largest retail trade organization of its kind, the Western Retail Implement and Hardware Association met in Kansas City, Mo., Jan. 14 to 16, 1936. Had largest convention and exhibition in the history of the nation's oldest hardware dealers association. Has 2000 paid-up members. Fred Ackarman succeeds F. E. Millner as president. Secretary-treasurer Herbert J. Hodge re-elected for the 47th time.

all unusual. The final event of the convention was the banquet and entertainment given in the old Convention Hall, which was attended by 1670 guests.

The most important action of the convention was the adoption of a resolution in which Congress

is asked to find a legal way to establish a permanent national farm program to succeed the AAA plan, recently declared unconstitutional by the Supreme Court. In the agricultural section of the country served by the association —Kansas, Missouri, Oklahoma,



1670 guests gathered for the banquet and entertainment.

and parts of Colorado, Nebraska and Wyoming, much depends on the welfare of farmers. It was therefore the almost unanimous opinion of dealer members that the government should be urged to take steps to insure agricultural prosperity.

In his annual presidential address, F. E. Millner, Miami, Okla., who presided at the business sessions, briefly reviewed the history and standing of the association; outlined the many services that have been made available to members; paid tribute to

fellow officers, particularly to Secretary Hodge, who has served in that capacity ever since the association was organized; reported the present status of the association, and expressed optimism concerning the outlook for improved business. In part, President Millner said: "It is most gratifying to receive reports from the dealers of the Western Association—to the effect that the past year has shown marked improvement over the immediate past years. It is hoped that the coming year will show a yet greater increase, and that business will be so stabilized that investments may be made with some measure of safety and reasonable return. Many dealers who have been hesitant about placing orders may take the past year as a criterion and increase their stocks with some assurance of increased sales."

In addition, he expressed the belief "that the wholesaler is one of the greatest helps the dealer has," and that the wholesaler is



General view showing a part of the great attendance at the exhibits of the Western Hardware and Implement Show, Kansas City.



Officers of the Western Hardware and Implement Association at the Hardware Age exhibit during the convention, Jan. 14 to 16. Left to right: F. E. Milner, Miami, Okla., retiring president; Herbert J. Hodge, secretary-treasurer, Abilene, Kan.; E. F. Ackarman, Sedan, Kan., the new president.

doing his utmost to carry a representative stock to supply the dealer promptly and in any quantity—and at prices which will enable the dealer to meet his competition. He also declared that through the association and its local clubs, much had been accomplished in eliminating the evil of jealousy between competitors. He reiterated his published opinion that up-to-date methods and strict attention to business will enable the retail hardware-implement dealer to compete with all other types of outlets for such merchandise. In bringing his message to a close, President Millner urged all dealers to return home following the convention with a resolve to refrain from confining their interests to the four walls of

their business location, saying “to go beyond and help make this a better land, a better community, a better State, and a better nation in which to live, and in which to do business.”

Secretary Hodge, in his report, directed the attention of the membership to the upward trend of business and urged dealers to take full advantage of the improvement, saying: “For the second time since 1929 we are able to report a rising tide of business activity. The year has given many indications that the time of stress is passing. From the day we were freed of cramping regulations, the upward trend has become more rapid. The good sense and fairness of dealers have proved more efficient than government regula-

tions in bringing sound business practices. But potentially, the largest factor in our progress has been the rising morale of the customer, leading him to equip his farm with the implements and other adjuncts of his business, without which he has been carrying on for four or more years. This flood of demand, held back year after year, is upon us. It is our duty to take advantage of present conditions and reap the harvest that is ahead.

“Our business rests on a three-point basis—manufacturer, wholesaler and retailer. Upon the hearty cooperation of these three depends our progress. Resolutions, correspondence and speeches will clarify the picture, but there must be a faithful working together in deeds and purposes to accomplish real results. Whatever concessions and agreements for the benefit of the trade are made, they should always be with a view to the best interests of the ultimate consumer — the farmer who puts his trust in us. In the eagerness of improved trade conditions and of efforts to seize the opportunity, we may be



F. H. SPINK
Kansas City, Vice-President

tempted to overstep the bounds of sound business practice, and forget the principles that have been our strength in the past. There is more danger of this in a flowing tide than when trade is ebbing.

“But if we hold firm to our association’s integrity, and work wholeheartedly toward a permanent confidence on the part of our customers, we shall build on solid ground. We must plan wisely for the future—no one knows what it may bring—so that whatever happens our business will

(Continued on page 66)

GOING UP!

—The Standard of Living and Its
Relation to the

American System of Enterprise

By MORGAN FARRELL

*Director, The Chilton Bureau of
Economic Research.*

THE burning question of the day is this: Are we going on to a higher standard of living, or are we just going to get ourselves out of this depression by waiting for the law of essential supply and demand to get to work?

Business everywhere has been anxiously awaiting a reasonable answer to that query. Upon it depend all the production and sales plans for 1936.

There are present indications in the national sky that business is to be released more and more from governmental attempts to regulate or conduct it. In fact we may as well recognize that the vast and hastily-conceived mechanism of Federal control, thrown together in the dark days of 1933, to start the wheels turning, has not fulfilled its function.

And now the expected has happened. Emergency measures, adopted with the best of intentions, though clearly unconstitutional at the time, have been definitely declared to be so by the Supreme Court. Other measures may be expected to follow the same course.

Where does that leave us?

Let us consider our standard of living, the highest for an entire people the world has yet seen. There are distinct causes which brought it about. Let us see if

they are still operative. If they are, then our standard of living will continue to go up.

We all know what is meant by a high standard of living, but just to refresh our imaginations—It means a decent place to live, with home comforts and conveniences for all families, including those well down in the income brackets. It means labor-saving devices in the home, movies, radio, magazines, Y.M.C.A.'s, parks, parkways, beaches and athletic fields for amusement; vast school and college systems, museums, botanical and zoological parks, countless art and medical foundations for mental and physical welfare and advancement. And to supply all this it means factories, power, air, rail and automotive transport, distributing systems, retail stores. No other nation on earth has all these adjuncts of a high standard of living in such profusion as we have—nor are they likely to have them.

What is behind it all?

Men with the brains, initiative and enterprise, which compel them to start a business of their own, whether it is a service station or a department store, a steel mill or a toy-shop. They are the men who think up the things to do and to make and who then set about creating a mass demand for their offerings, whether they are low-

priced cars, frosted foods or air-conditioners.

The people, please note, do not originate the demand for new goods *but* they are highly susceptible to advertising and all forms of sales effort. They are trained, so to speak, to want the latest and best for their families and themselves. They welcome the useful, the amusing and the novel because they, too, are ambitious. These possessions mark their upward progress in the world just as the creation of them marked the advancement of the inventor, the maker and the merchant. Taking it all in all, this spirit of getting on is the soul of the American system of enterprise—the spirit which has made America the leader of the world in human achievement.

So our standard of living is high and growing higher, because people eagerly absorb all the new goods, which comfort or amuse, as they spring from the teeming brains and humming machines of their producers. There is a sort of compulsion, which rests upon the one to produce and the other to consume. The urge to buy is so much the stronger because the producer of one kind of goods is a consumer of many others. He wants the latest models just as much as he presses his own upon the public.

And what of the future? Is the standard going still higher? Answering with another ques-

(Continued on page 74)

In Nebraska

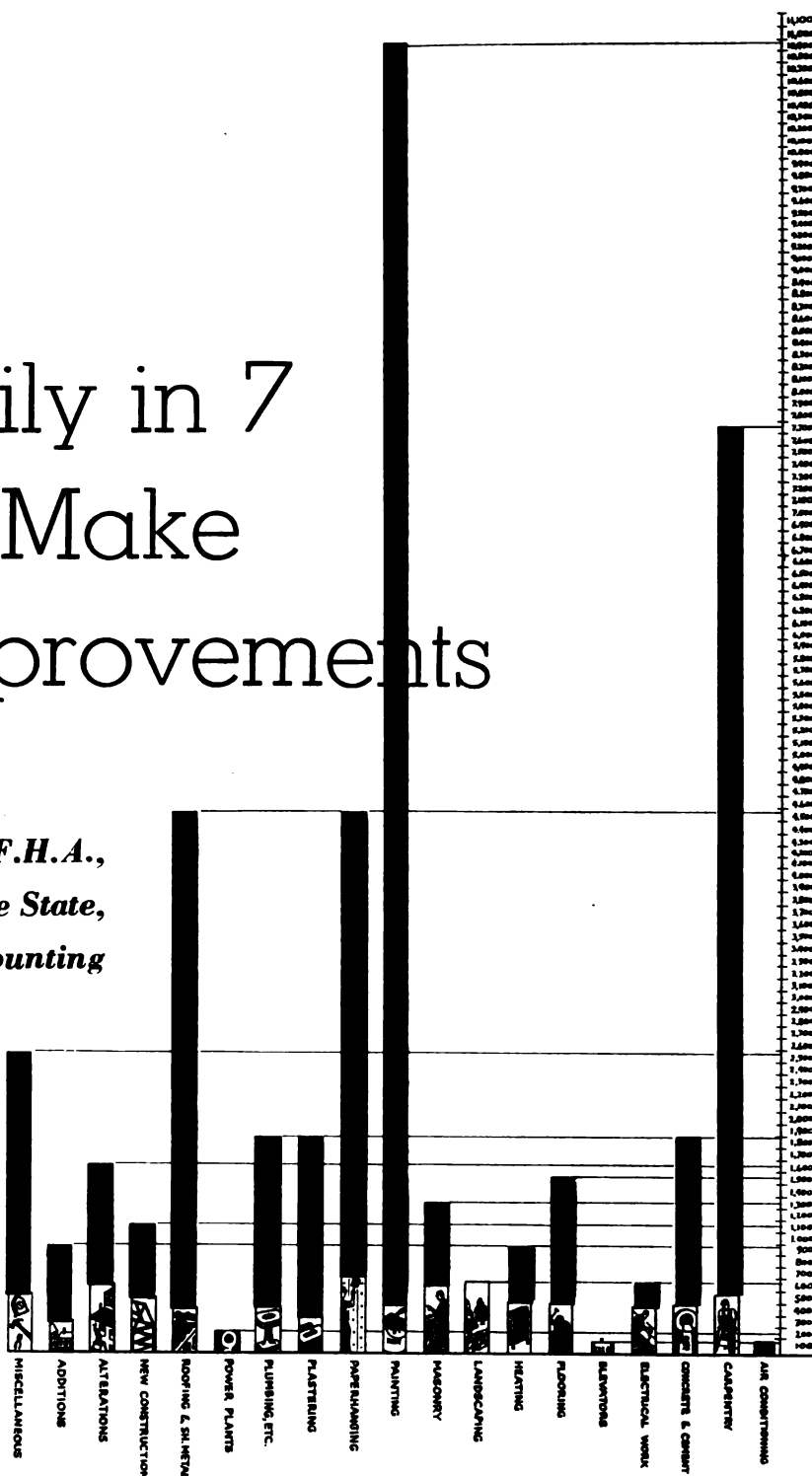
One Family in 7 Wants to Make Home Improvements

***Better Housing Survey by F.H.A.,
Canvassing One-third of the State,
Finds Potential Work Amounting
to \$8,389,273.46***

By A. E. LONG

ONE out of every seven families in Nebraska definitely wants to make home improvements that will call for hardware items, and plenty of them. There may be even a much higher percentage than this of people in the state who know that their home needs repairs and remodeling badly; but at least one out of seven realizes his wants so definitely that he is willing to go on record about his needs and his desire to buy.

This is one of the results shown by the Better Housing Survey made in Nebraska by the Federal Housing Administration. It is worth while to consider the results of this Nebraska survey, because this was perhaps the most systematic and comprehensive sur-



This chart represents the number of pledges for a wide variety of housing improvements that were pledged in the State of Nebraska in a survey made by the Federal Housing Administration, and covering about one-third of the area. Pledges are as follows: For air conditioning, 142; carpentry, 7727; concrete and cement, 1800; electrical work, 651; elevators, 72; flooring, 1505; heating, 966; landscaping, 694; masonry, 1341; painting, 10,992; paperhanging, 4526; plastering, 1882; plumbing, etc., 1865; roofing and sheet metal, 4586; new construction, 1156; alterations, 1620; additions, 960; miscellaneous, 2577.

vey carried on in any state of the Union in connection with the campaign to stimulate building, remodeling and repairing of homes. True enough, when the Federal Housing Administration was first set up, there were a number of tentative surveys carried on throughout the country. For the most part these were made in a haphazard manner, and mostly carried on by mail. Some of these figures in 1934 were arrived at by a compilation of estimates made by some secretaries of the local chambers of commerce in many towns in the country. This was by no means an accurate reflection of what was needed by the householders nor what they were willing to buy.

But in Nebraska in the late spring of 1935, a definite canvass crew was set up to carry on the work of checking every home in the state. This was done by ringing doorbells, asking many questions, making accurate records, and then having the daily and weekly results tabulated by an accountant at the Omaha office of the Federal Housing Administration.

For this work a crew of 550 FERA workers was used. By using FERA workers it was possible to make such an exhaustive canvass, which would otherwise have been prohibitive.

Although the canvass continued for five months, it was still impossible to get over the entire state. At the end of that time, it became necessary for the FERA to close all work projects. This took the 550 men off the Nebraska project. By that time only a little more than one-third of the state's population had been canvassed.

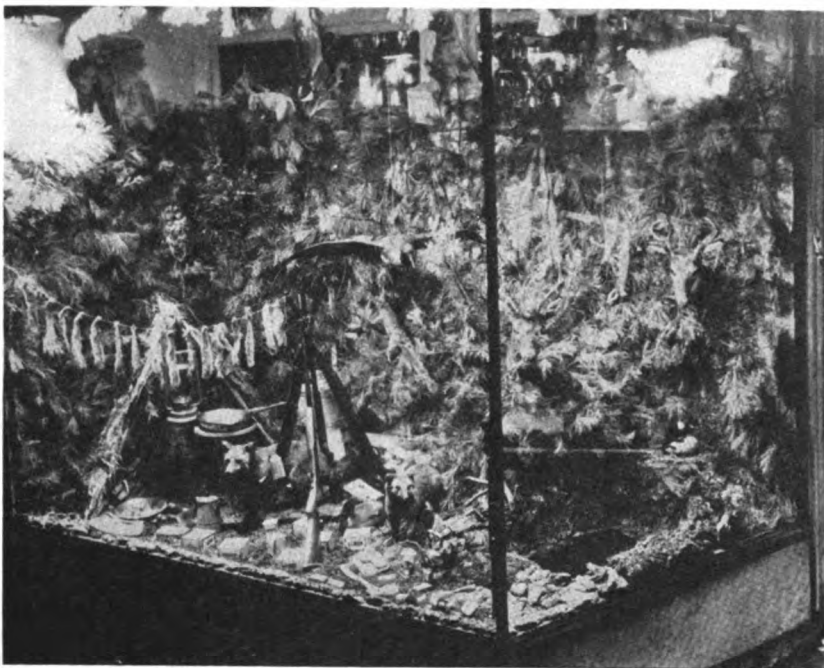
With one-third of the state's population canvassed, it was found that of those who made pledges to do modernization and building in 1935 or early 1936, 65 per cent wanted to do painting; 45 per cent wanted to do carpentry; 5½ per cent wanted to install heating equipment; 10 per cent wanted to do plumbing; 26 per cent wanted roofing and sheet metal work; 6 2/3 per cent wanted to build new homes; 9½ per cent wanted to alter the home;

5 2/5 per cent wanted additions to the homes; and 15 per cent were listed as wanting miscellaneous work done around the home, which means a variety of things.

It is noteworthy also that this survey did not extend to the farms. It was confined to the cities and towns of 21 counties only. No funds were available for furnishing transportation for the workers to get to the farms and back, or from one farm to another. It

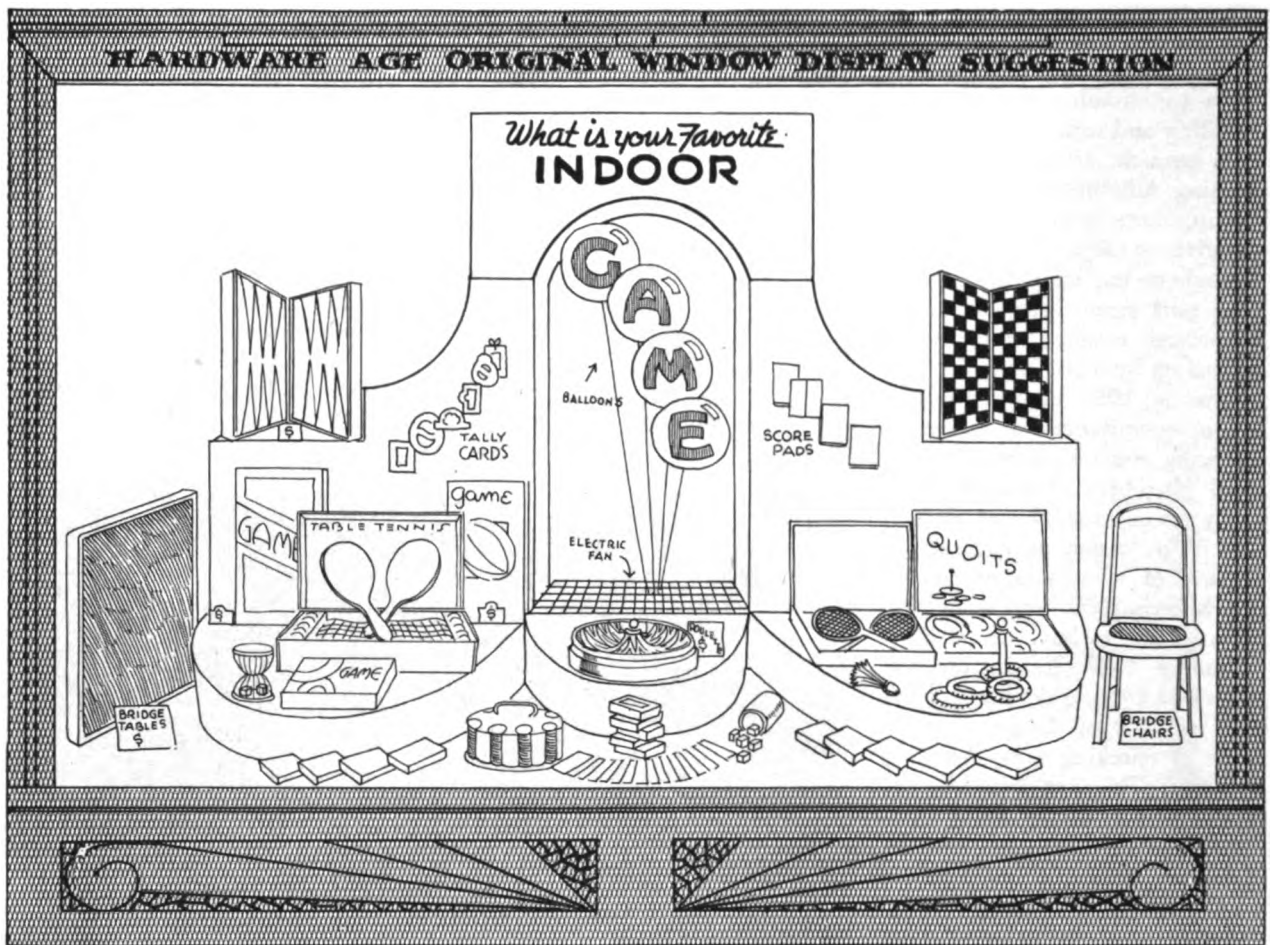
is confidently believed that had the survey extended to the farms, it would have revealed a still greater percentage of persons wanting repair and modernization work done.

With only one-third of the state's homes canvassed, it was found that owners pledged to do repairing and modernization to the total amount of \$8,389,273.46; it was found that new homes were in contemplation to cost \$4,046,169.95.

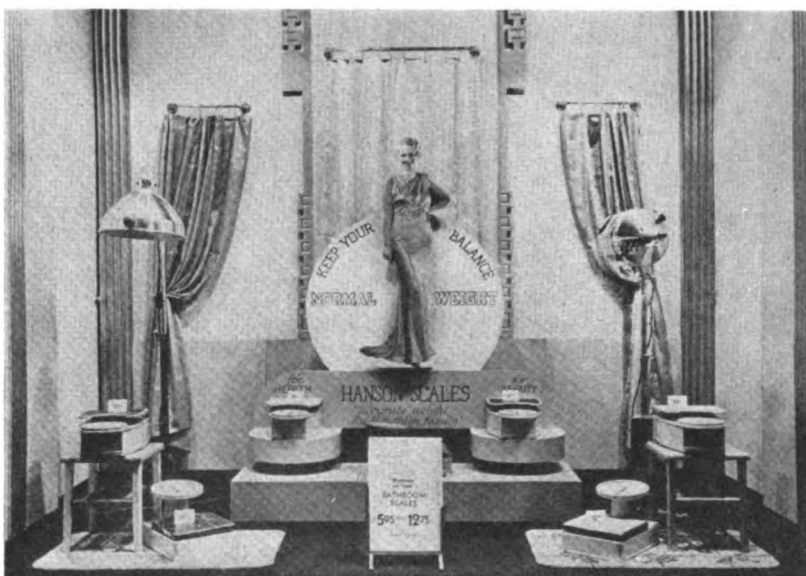


Two interesting hunting windows: Above: by C. L. Lobban, Harlan Hdw., Harlan, Kentucky. Below: Towers Hardware Co., Jacksonville, Fla.



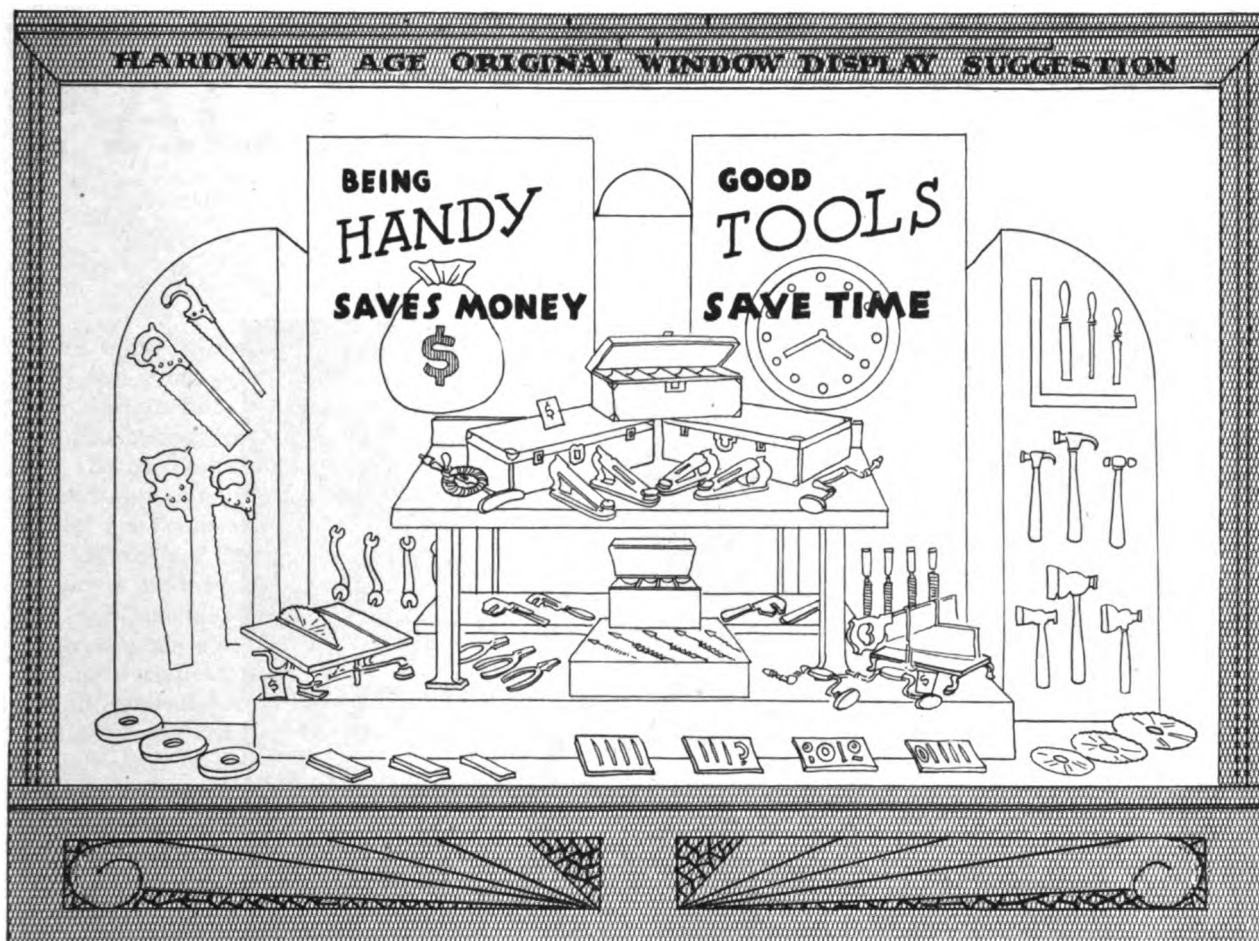


Mid-Winter Window Trims



*This window display was created for the Hall of Science, feature attraction of the First International Housewares Show in The Merchandise Mart, Chicago, Jan. 6-18. The Hanson Scale display uses similar composition features to those suggested in **HARDWARE AGE** each issue.*

THE winter is slipping by rapidly, although it may seem long enough from a standpoint of comfort in many parts of the country; but there are some items of indoor merchandise that should be pepped up and cleared before the birds begin to chirp in the springtime. Here are two windows that will help to do it. The game window utilizes the electric fan, concealed beneath the grill work to get motion into the display through the balloons that keep weaving around in the center. These balloons should be in brilliant colors. The various games will help to put color appeal into the window also.

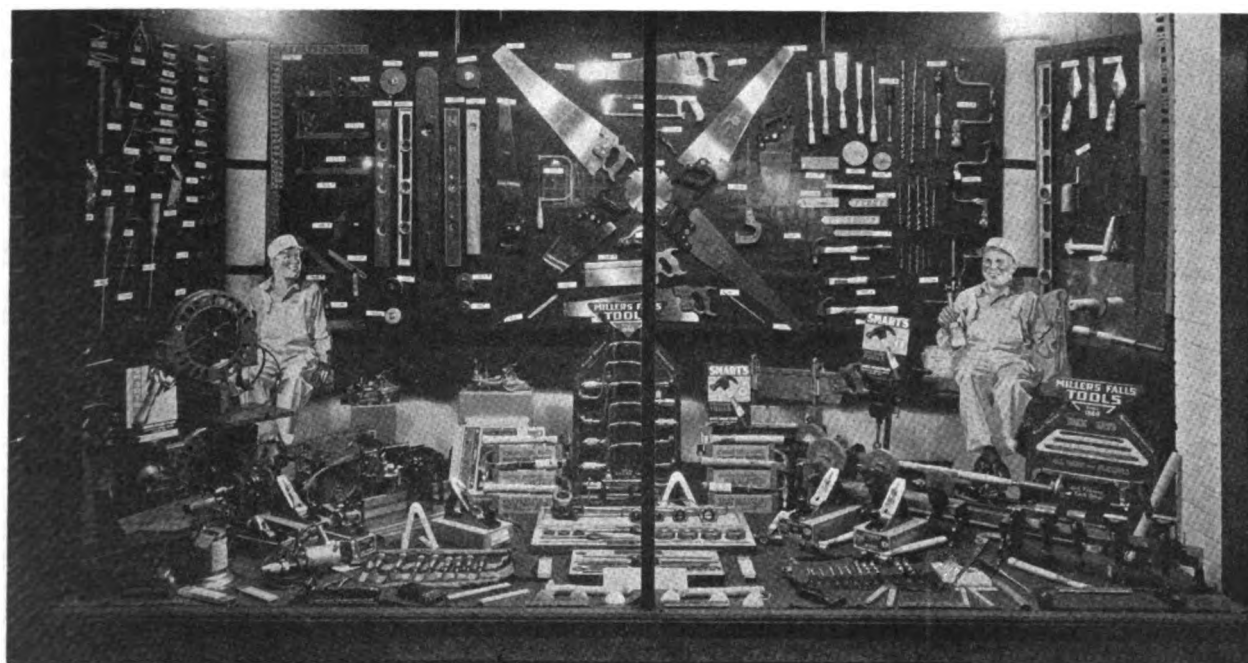


While tools are a year 'round line, their great opportunity for use comes in the winter. **HARDWARE AGE** interchangeable display fixtures make the foundation of the display of tools illustrated,

as is the case in the game window. If you can insert a real clock in this background you will have a good attention getter.

The window reproduced in the photo below comes from Tim-

mins, Ontario, where much American capital is invested to produce gold. **Marshall-Ecclestone, Ltd.**, used this display with good effect. It displays a wide range of tools for mechanics and craftsmen.



Marshall-Ecclestone, Ltd., Timmins, Ont.



Cowperthwaite's card display at Haddonfield, N. J.



Greeting Cards Bring Store Traffic . . .

GIFT and anniversary cards have swept the country like the radio, and are sold in just about as many diverse types of stores. You find them in drug stores, novelty shops, grocery stores and even gas stations. Yes, and you also find them in hardware stores.

Several years ago the Cowperthwaite Hardware Co. in Haddon-

Cowperthwaite Hardware Co., Haddonfield, N. J., tried them as an experiment and increased sales

field, N. J., put in a few gift cards purely as an experiment. To their surprise this new line immediately aroused interest among their customers, and resulted in a volume of sales that demanded a more elaborate stock. Mr. Cow-

perthwaite added to his small stock of cards and arranged samples of each type in neat albums, from which the card desired could be selected by a file number. A separated album was

(Continued on page 82)

FACTORY SELLING

THE selling of industrial supplies offers a real profit opportunity to the many hardware firms who are or could be major distributing factors for factory supplies. The business tide is turning and the time most opportune to start cultivating the industrial market in a most aggressive manner. Factories use daily large quantities of such staple hardware lines as bolts, nuts, rivets, tools, sandpaper, abrasives, etc., and also a great number of related specialties akin to the hardware field. Except in the strictly rural and residential sections, the majority of normal hardware store market areas include some industrial activity—factories, mills, mines, lumbering and contracting organizations—all good potential hardware customers.

Hardware distributors, both wholesale and retail, have already reported improvement in sales to factories. Prospects for further expansion of industrial activity are better than at any time within the past five years. Every effort is being made to accelerate the production of capital or durable goods as a recognized essential for complete economic recovery. From this development, now well under way, will come a tremendous demand for hardware and supplies which factories will purchase from the firms who actually go out and seek the business.

It is difficult to define the items embraced by the term "factory supplies." It is not necessarily the character of the item, but the way it is sold that determines whether it is a "factory supply" line. All goods sold for use or consumption by industrial plants, mills, shops, mines, oil fields, quarries, municipalities, public institutions, railroads, shipyards, public utilities, garages and similar establishments come within the meaning of "factory supplies" and present a profitable market worthy of the best selling efforts of the wholesale and retail hardware trade.

There are more than 250,000 industrial customers in this country whose annual purchases of tools, supplies and equipment are normally from four to five hundred million dollars. It is truly a vast market.

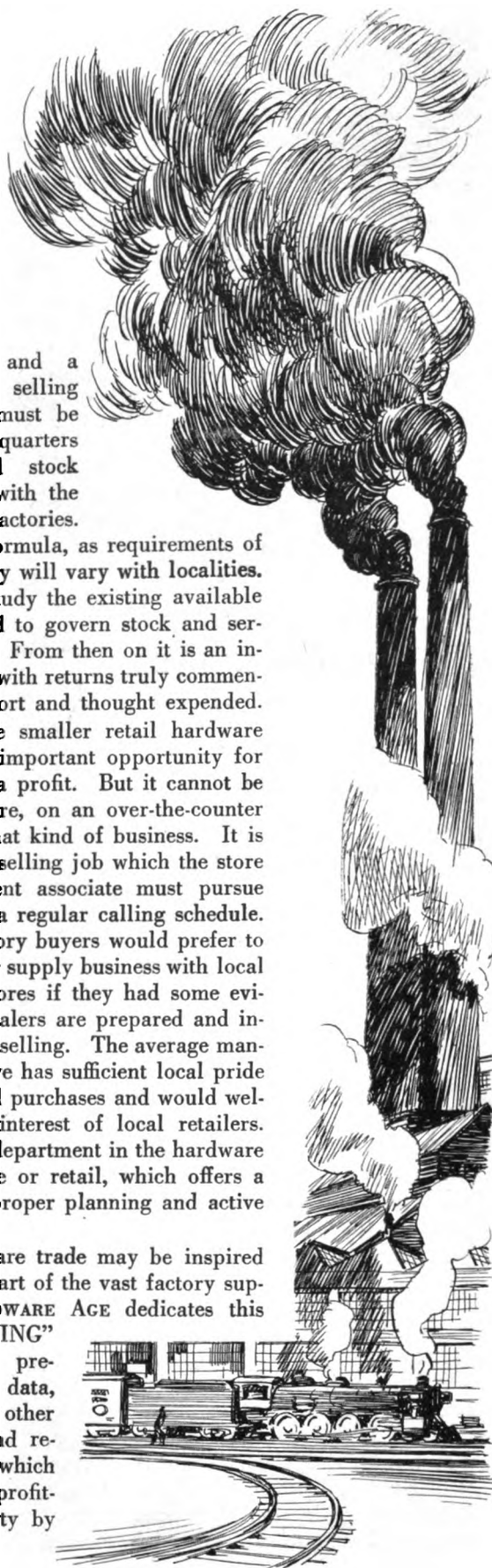
To obtain a full share of this market requires active and planned selling activity. Factory buyers will not seek hardware or other firms for their supplies, except in emergency calls for small quantities. The real volume of factory selling comes only from

ample footwork and a persistent outside selling campaign. This must be supported at headquarters with service and stock facilities to cope with the needs of local factories.

There can be no formula, as requirements of quantity and variety will vary with localities. It is essential to study the existing available factory market and to govern stock and services accordingly. From then on it is an intensive selling job with returns truly commensurate with the effort and thought expended.

Even among the smaller retail hardware stores there is an important opportunity for factory selling at a profit. But it cannot be handled at the store, on an over-the-counter basis. It is not that kind of business. It is strictly an outside selling job which the store owner or competent associate must pursue diligently and on a regular calling schedule. A great many factory buyers would prefer to place some of their supply business with local retail hardware stores if they had some evidence that such dealers are prepared and interested in factory selling. The average manufacturing executive has sufficient local pride to approve of local purchases and would welcome the selling interest of local retailers. There is hardly a department in the hardware business, wholesale or retail, which offers a better return for proper planning and active selling.

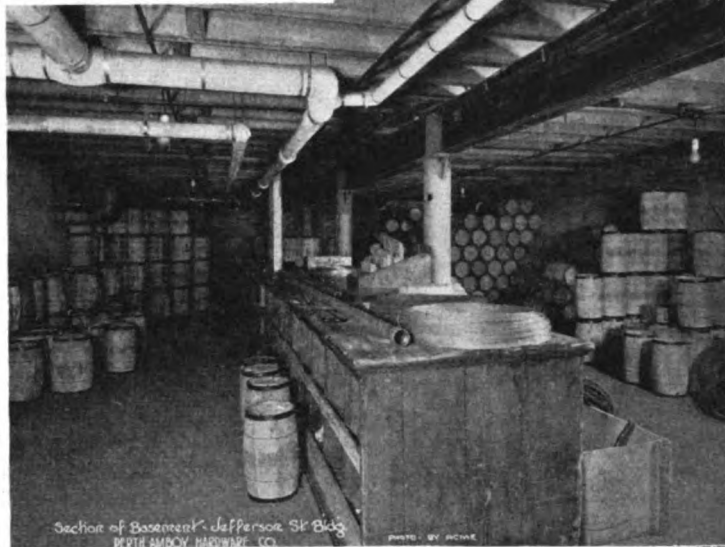
That the hardware trade may be inspired to seek a greater part of the vast factory supply market, **HARDWARE AGE** dedicates this "FACTORY SELLING" editorial section, presenting pertinent data, experiences of other hardware firms and related material which should aid in this profitable selling activity by our readers.



Hardware Firm Obtains 75%



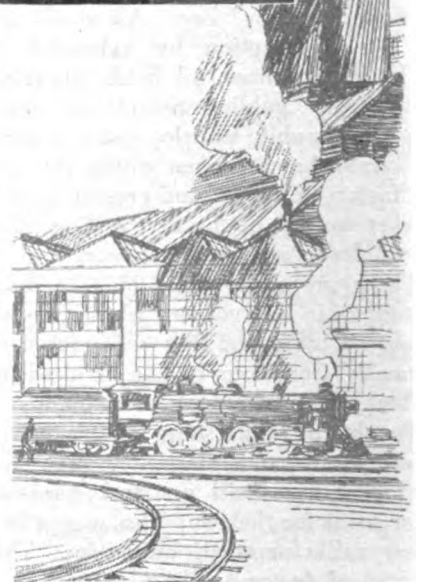
Perth Amboy Hardware Co., Perth Amboy, N. J., Gets Its Share of Mill Supply Volume. Uses New and Effective Approach to Acquaint Industrial Buyers with Its Facilities for Handling Factory Requirements.



SALESMEN calling on the factory trade for the Perth Amboy Hardware Co., Perth Amboy, N. J., carry photographic evidence of the firm's ample facilities to handle all kinds of mill supply requirements promptly. Each salesman has a photographic album containing 32 views of the warehouses, shipping and receiving rooms, railroad siding and other factors incident to handling efficiently the distribution of the many hardware requirements of industry. These photos are particularly useful when selling the factory whose location precludes a personal visit to the store and

warehouse by the purchasing agent, maintenance man or production executive. Many such prospects could not otherwise visualize the scope of the firm's mill supply services and stocks and might consider the firm too small to handle anything but incidental small pick-up requirements.

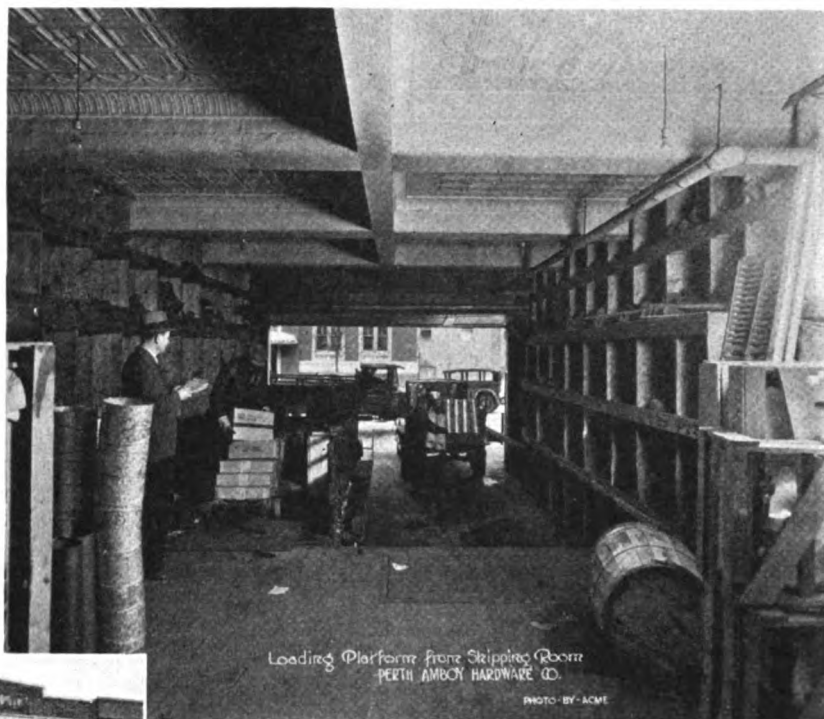
Many large buyers of factory and industrial supplies have been favorably impressed through this idea. It enables the company's representatives to show purchasing agents of industrial plants just how well the firm is prepared to serve their varied requirements.



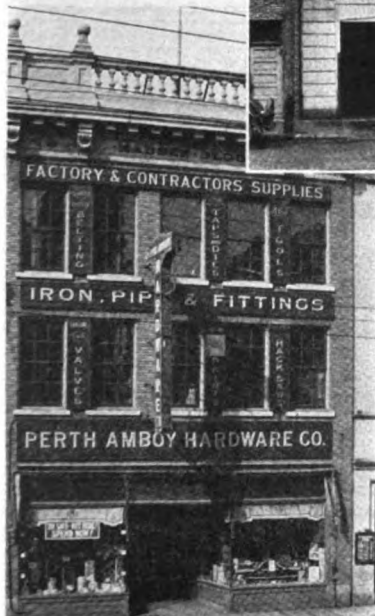
of Its Volume from Factories

Purchasing agents located at points distant to Perth Amboy had no conception of the stock carried, or of the size and exact character of the firm. In such cases, especially when new accounts were being solicited with purchases being handled in New York City, or some similar remote head-quarter's point, the prospect frequently had some misgivings concerning the company's ability to fill orders speedily, completely and economically. It was definitely learned that such false impressions did exist and were often real obstacles in getting the business.

Apparently, many potential buyers, noting the "hardware" firm name, believed the company



FACTORY SELLING is a major activity of the Perth Amboy Hardware Co., Perth Amboy, N. J., as these four views on these two pages show. The three interior views and the picture of the railroad siding indicate the volume of business handled and indicate the facilities of the firm to handle such orders. The front and rear views of the store building are interesting, particularly the latter showing space in the doorway for trucks to come and go and to load and where necessary unload. These are some of the pictures used by salesmen of the company to show their ability to handle factory business in an efficient and prompt manner.





RAY D. HOWELL

Secretary-treasurer of the Perth Amboy Hardware Co., who supervises credits and finds factory accounts give a minimum of collections problems.

to be a small hardware store, and were unable to conceive how such a store could satisfactorily serve their industrial needs. In such cases it could be explained, with advantage, that the company utilizes 40,000 square feet of floor space, has fifteen employees, has a large and well assorted stock, and every modern facility for efficient service. However, a better means for enabling prospects to visualize the company's scope and true character was sorely needed, and the photo album has filled the need.

Whenever possible, the company takes prospective buyers on a tour of inspection through its quarters. When a personal visit is impractical, the next best thing is a look at the photos. Each album contains 32 views of various parts of the firm's offices, stock rooms, warehouse, store and equipment. The albums are bound in boarded leather binders with the firm name imprinted in gold on their covers. The photographs reproduced herewith are representative of the views shown in each album. The impressive pictures make it readily apparent why the idea has been so effective in creating new factory supply business for the company.

Nearby Factories

Many large industrial plants are located in the vicinity of the store. Most of these are engaged in the manufacture of various clay and copper products, although other types of mills and factories are represented to a lesser degree. It is natural that the company has long specialized in serving such industries with the wide range of supplies specifically required for these plants. While the company's retail hardware store does a substantial volume, the mill supply end of the business has been steadily developed until it now accounts for three-fourths of the total volume. The balance of the volume is equally divided between the retail store and a wholesale plumbing supplies department. Several hundred industrial accounts are on the firm's books. The yearly purchases of many of these accounts are in the several



SAMUEL G. LEVINE

President of the Perth Amboy Hardware Co., who spends two afternoons a week on factory selling, covering a route of calls he has handled for many years. The mill supply department is the particular pet of Mr. Levine.

thousand dollar classification, while five figure totals are not at all unusual.

In soliciting orders for industrial supplies the company "combs" a territory within a twenty-five mile radius of Perth Amboy. The city itself is an industrial center, having a population of 43,516. A number of industrial plants are also located in nearby towns. Two regular outside mill supply sales-

men are employed and have been calling on the same trade for more than 20 years. In addition, Sam G. Levine, president of the company always devotes Monday and Tuesday afternoon's of each week to calls on a route he has covered regularly for many years.

Both of the mill supply salesmen, as well as Mr. Levine, religiously stick to a schedule which calls for regular and frequent calls on all industrial buyers in the company's territory. This solicitation is not over-done, of course, and the idea is conveyed that the call is primarily in the nature of a friendly visit with business being of secondary importance. A real effort is made to develop an intimate acquaintanceship on a business as well as a social basis. While the company does not attempt to "buy business," it is not adverse to providing a buyer with a reasonable amount of entertainment.

One of the big advantages enjoyed by the firm is that speedy service can be given. In an effort to further capitalize on this advantage the company has made every possible provision for facilitating service operations and expediting the delivery of orders. The company's building is L shaped, fronting on two streets.

PERTH AMBOY HARDWARE COMPANY

PHONE 4-0850

Date _____

CHARGE TO _____

SHIP TO _____

Phone Or Verbal _____

Load Out By _____

Delivery Promised _____

Credit O. K. _____

"P. A. HARDWARE FOR SERVICE"

Simple order form used by mill supply department of Perth Amboy Hardware Co. reduces chances of errors and misunderstandings. There are only a few entries required which encourages a complete recording of the essential facts.



The general retail hardware business is not neglected by the Perth Amboy Hardware Co. This photo provides a good idea as to the scope, size and arrangement used by this firm in the strictly retail end of its activities. Major electrical appliances, table appliances, house furnishings and all the other lines common to the retail hardware business are featured in this complete store.

Half of the building is three stories and basement, while the other half is four stories and basement, and a large electric freight elevator serves all floors. This elevator is adjacent to an enclosed loading platform, facing one of the streets, which accommodates two trucks at a time. A spiral gravity chute for small packages also terminates at this loading platform.

High Speed Trucks

Recently it became apparent that it would be desirable to have delivery trucks capable of higher speeds than the trucks then in service could develop. Although the old trucks were in fair mechanical condition, the company felt there was enough to be gained through quicker delivery service with speedier trucks, so it was decided to purchase three new trucks. Industrial activity in the district is increasing, and the resultant improvement in the company's mill supply business has been such that the purchase of a fourth truck is now being considered. Four telephone trunk lines obviate any reasonable chance that buyers might have difficulty in promptly reaching the company by phone.

Stock Arrangement

The locations for the stocks of the various supply lines have been

thoughtfully chosen, with the lines in best demand placed where they are easiest of access. Related supplies, such as transmission equipment, are grouped together, as most orders call for several items in the same line. This method makes it quicker and more convenient to assemble an order for delivery. Separate sections are similarly given over to stocks of brass, black and galvanized pipe fittings, belting, etc. Pipe is a big volume line for the company and a large quantity in a very wide range of sizes is carried

in the company's warehouse located on a railroad siding a few blocks from the main building. Some idea of the volume of pipe handled can be gleaned from the fact that in 1934, the firm was the largest pipe distributor for the Youngstown Sheet & Tube Co. in the New York metropolitan area.

The order form shown in the accompanying illustration is used for all orders and has proven to be very practical for the purpose. In the event of error or complaint, the form shows how the order was

(Continued on page 58)



Bolts, nuts, lag screws, machine screws, pipe fittings, etc., are sold by Perth Amboy Hardware Co. in large quantities. This picture taken in the warehouse shows the stock bin arrangement used on such lines which are sold over the counter as well as to the factories by the outside selling force.

West Virginia Retailers Note Improved Condition

IN the opening address of the 30th annual West Virginia Hardware's Association Convention by the president, O. V. Bowling, there were cited many incidents showing that business in 1935 had rapidly improved beyond expectation.

Mr. E. E. Bibb of the Beckley Hardware Co., of Beckley, past president, was introduced as next speaker. The nucleus of his discussion was "Dealer Cooperation." Mr. Bibb stressed community cooperation. He said that healthy competition is the life of the trade, while unhealthy trade is a detriment. He thinks that lack of community cooperation is the vital cause of customers going to larger cities.

Probably one of the most practical and useful discussions was "Salesmanship," from A. MacLachlan of the Dover Manufacturing Co., Dover, Ohio.

Most people starting in business think primarily of finance and merchandise. Concentrating on those and casually devoting time to the most important of the three requisites, which is sales, we find that people going in business are finance minded and merchandise minded rather than sales minded. The alert wide-awake business man thinks of sales as the object of his business.

In making a sale, said Mr. MacLachlan, the salesman must have three things in mind—the opener, at which the salesman asks a question, introduces his article; second—the body of the sale, sell the value of the article to the customer; and lastly, close the sale—and how important this is.

A business man once asked Mr. Woolworth, of the 5 & 10 cent store, how many salesmen he had. He replied, "One." The man repeated the query a number of times, thinking Mr. Woolworth probably didn't understand, and finally for the fourth time he answered, "I have one salesman." And referring to the girls behind the counter, he said, "they are not salesmen, they are bundle-wrappers."

A salesman sometimes uses the argumentative type of selling rather than the persuasive type, which is by far the better one.

On the second day Mr. Milton Marsh, of Marsh Brothers Hardware Co. of Weirton, West Virginia, was introduced by Mr. Bowling as one of the principal speakers of the day.

Mr. Marsh said that the mental law of sales has many fundamental factors. One must have a general idea of business economics, which is the background, then must always understand business psychology. He showed that sales promotion must be worked out on a profitable basis.

Time is an important word that measures our existence in this world. There is no time in eternity, however; we cannot comprehend eternity and must appreciate the value of time. Let us distinguish ourselves by making proper use of our time. Timeliness is a word which emphasizes man's use of knowledge at the right time. Timeliness in sales promotion requires coordinating the buying and selling of merchandise.

Is business a cold hearted proposition, or are service and good-will a part of sales promotion? Many large firms handle important matters cold heartedly, forgetting that sentiment is a part of everyone's make up. The everyday things that we do and the attention over the counter create good-will among customers only to the extent of the service we render.

Build confidence and you will soon realize the penetrating value of thought impulse. Confidence banishes fear. As the surgeon depends entirely upon his ability at all times so should the salesman depend upon himself at all times.

The latent powers within us are better illustrated by the Bible story of Daniel. His right thinking, confident attitude overcame the lions because they sensed his friendly, positive control of himself. Sales promotion is after all only the return response to generous impulses created within ourselves when we really mean what we say. . . . Buy With Confidence.

Major C. C. Anthony, member of the staff of the Federal Housing Administration of Washington, D. C., discussed in detail the Better Hous-



O. V. BOWLING
Retiring Pres.



H. R. CLOWER
Sec.-Treas.

ing Program of the Federal Housing Administration. He said that there had been changes and additions of the Housing program within recent months. It was interesting to note the new developments.

Monday evening at 6 p. m. there was an annual dinner for the retail hardware dealers—with H. Kalbitzer as toastmaster.

In addition to the above entertainment, and through the courtesy of the C. & O. railway, was presented a real worth-while show. Two hundred years of history in one vital, pulsating hour. A liberal education in every moment. An hour of supreme entertainment. Nothing like it has been attempted before.

A banquet was held for the members of the association and their wives and friends in the spacious and attractively decorated dining room of the beautiful Greenbrier Hotel, Tuesday evening at 6.30.

H. L. Van Sickler, member of the House of Delegates, was toastmaster for the occasion.

After a delectable six-course dinner, Dick Stokes, popular attorney and entertainer of Covington, Va., in his usual witty and humorous manner, fluently spoke on various issues of the day.

After the banquet, dancing was enjoyed in the Cameo Ball Room, with the orchestra from Greenbrier Military School of Lewisburg, playing under direction of Captain W. W. Beardsworth, member of the faculty.

Newly elected officers for the year are: R. F. Cox, of the Fairmont Wall Plaster Co., of Fairmont, president; first vice-president, Norman Cook, of Huntington; second vice-president, E. A. Dann, of Elkins; and secretary and treasurer, H. B. Clower, of Oak Hill.

The Service Hardware Store

By SAUNDERS NORVELL

EVERY night here in New York and in hundreds of other large cities the commuters who live in the small towns surrounding these large cities crowd the sidewalks and the stations in a grand rush for their trains. Almost all of them carry packages and bundles, and sometimes even bulky articles like vacuum cleaners and lawn mowers. The next morning this same army of people rush for the early trains to take them back to the city to their jobs. Usually, with the exception of a newspaper or a magazine, they return to the big town empty-handed. The great mass of these people leave early in the morning and return home in the wintertime after dark. In the mornings they are in a great hurry to catch their trains. At night they are tired out, and seem to have but one idea—to get home as soon as possible. The shopping of a large percentage of these commuters is done in their lunch hours. How often have we found employees surreptitiously eating their lunches in the wash-room so they could have a full hour to shop. Now the point of all this is that the local merchants in the villages surrounding the large cities lose a great deal if not practically all of this good business because they have adopted few methods or plans to keep this business at home. On all the N. Y., N. H. & H. local trains the brakeman, when calling the name of a town, always adds, "DON'T FORGET YOUR PARCELS."

About a year ago I spoke before the Rotary Club of an at-

tractive small town near New York with which I am very familiar. The basis of my talk was that these small towns did not need any more local doctors, lawyers, dentists, plumbers, electricians, etc. In fact, most of them were overstocked with them, and with merchants, too. I told my Rotary friends that for them to make an effort to increase the size of their towns by bringing into town more of this class of people was simply increasing their own competition and making it harder for the local people to make a living. I told them what they should do was to advertise the advantages and attractions of their village in the large New York papers. I suggested, for instance, that for six months, in order to attract attention to their town, they should have small ads telling of the kind of people *they did not want* in their town, such as, "We do not want any more merchants, chain stores, plumbers, electricians or doctors in our town." Naturally people would become interested in such peculiar advertising. *They would wonder just what this town did want.* Then in the last six months of the year, they could state the kind of people they did want. The kind I recommended they advertise for was people who had jobs or businesses in the city. People who made their money in the city. People with incomes of \$5,000, \$10,000, \$20,000 or \$25,000 per annum who could come to this town, buy homes, live there and spend their incomes there.

I told the true story of a citizen

of this town who one Sunday brought a friend to his home and then in the afternoon drove him around the town. As a result of this drive, the guest, some twenty years ago, bought a home in the town and has lived there ever since. This man, counting up taxes, insurance, automobiles, living expenses, etc., has spent upon an average of \$20,000 per annum in this town. In twenty years he has spent \$400,000. How much better to get citizens like that than to add to the already overcrowded merchant class.

Strange to say, I have been again invited to speak to this Rotary Club, and the subject I am going to take this time is what the merchants in this small town can do to stop the class of large buyers from buying the greater part of their needs in the city. In other words, what they can do to divert the business to the local merchants, local lawyers, local doctors, local plumbers, etc.

For instance, in this town with which I am very well acquainted, because I live there, I suppose there are one or more first-class dentists. As a matter of fact, I don't know one of them, have never heard of them and don't know their names. I have my dentist work done in the city, but there is no good reason that I can see why it should not be done in my home town. Come to think of it, at one time I did use a dentist who lived in my home town, but had his office in New York and who commuted every day. However, it was just an accident that he happened to live in my town.

It is also curious that his name was Dr. Payne. One day he asked if I did not smoke a great deal. I admitted it. He told me my mouth and throat were too dry as a result of excessive smoking and some of these days I would catch pneumonia and the chances were it would be all up with me. He said he had stopped smoking himself because he knew this to be a fact. Shortly afterward I received a notice that his business in New York had been bought by another dentist. Telephoning to get the facts, I found that Dr. Payne himself had just passed away from pneumonia. He was a good dentist, and he had the nerve, if you did not come on time, to charge you up for the time he lost on account of your tardiness. He was quite independent and told me he had no time to waste waiting for procrastinating customers.

Garage Service Station

In a recent article I referred to my study of a garage that had developed from a service station to an all 'round mercantile establishment with a restaurant and furnished rooms in addition. This garage gave real service. It was an evolution. The proprietor was bright and cheerful, and told me he was making money, although he had to work like a horse to do it. This experience with the garage, as I wrote before, made me think a lot of those retail hardware stores in the small towns near large cities. Why isn't the answer to that problem *the development of service to their community*. Suppose one of these city workers who is always rushing away and rushing back, needs a plumber. Probably the plumbing goes on a rampage at night. Why shouldn't the hardware dealer supply him with a plumber? Why shouldn't he advertise that he has a night telephone for emergency calls? Why shouldn't he send a pamphlet to these commuters telling all about the service he *is not only willing but able to render*? Then your screens go bad. They rust. The screen doors sag. The lock on your front door does not work, etc. Why shouldn't you telephone to your hardware store,

tell him your troubles and have the hardware dealer send a mechanic to do the work? Suppose you want a gardener to do a few days' work? You do not know any one you can get. Why shouldn't your hardware store supply one?

One morning not long ago as I was shaving on the second floor of my house, an athletic looking young man in a khaki suit leaned out of the branches of a tree near the window and laughingly called out, "Good morning." He was a tree surgeon. When I arrived downstairs I found several of them working on my trees. But they were not local young men. They were Davey tree surgeons, and came in a truck from their headquarters. Our town and neighboring towns are just full of trees. We have more trees than anything else. Now why shouldn't a number of young fellows out of jobs learn how to be tree surgeons and then get the hardware dealer to advertise that he will supply tree surgeons at any time. Fathers-in-law are running short and the college man is actually getting to the point where he needs a real job in order to keep the wolf from the door. Possibly some of them might condescend to climb trees.

A Suggestion

If I were a retail hardware dealer I would pick up some carpenter who was out of work, also mechanics in other building lines who are out of work, supply them with materials and send them out around the town, from door to door, to repair anything in their line that needs repairing. There is always somebody from day to day who needs small repairs done, but like going to the dentist we put off these repairs from week to week or month to month, until real damage is done, and the job costs a lot more. If some representative of the local hardware store called with his tools, he would pick up a lot of jobs. Most of us just need to be reminded, and the man who needs to be reminded, especially in my judgment, is the commuter who spends so few days in his home. Naturally he plays golf, bridge,

etc., and seldom has time on Saturday afternoons, Sundays or holidays to look for the trouble spots around his home. If someone calls who can attend to these matters for him, he is only too glad to delegate the job to him. And besides the idea of service from the local hardware store, this will, of course, sell much material in that line for the dealer.

Competition

When I sold out in the drug business, one of my young men went into the retail hardware business in a town on Long Island. The other day he called on me, and so I had an opportunity to talk first-hand with a real retail hardware dealer. "How are things?" I inquired. "Well," he replied, "I have been able to make a living, but competition is very keen." "What kind of competition do you mean," I asked, "price competition?" "Yes," he said, "chain stores and all that." "You give me a pain in the neck," I replied. "You have been reading too much about this chain store competition. Here on my desk is a pamphlet gotten out by Dun and Bradstreet, telling the causes of failures in all lines of business. The main cause, as you will see here, is not price competition, but inefficiency. Another big cause is outside speculation. As a matter of fact, on the authority of Dun and Bradstreet, and you certainly could not have a better authority, *is the statement that failures caused by cut prices are practically non-existent.*"

"But they do make some low prices," said my visitor. "Of course," I answered, "low prices have always been made by somebody on something." Then I went at him about the service idea. "How will I find time to give all that service, on top of all the work I am already doing?" To which I answered: "Don't you think you are spending too much time buying and entertaining the many people who call on you. Don't you think you could cut down on this, and devote more time to selling?" Then I added that in my personal experience I had known hundreds of retail dealers

(Continued on page 74)

CONVENTION CALENDAR

California Retail Hardware Association Annual Convention and Exhibition, Santa Cruz, Cal., Feb. 3 to 5 inclusive, 1936. Headquarters, sessions, and exhibit: Casa del Rey Hotel. LeRoy Smith, manager, 417 Market St., San Francisco, Cal.

Southern California Retail Hardware Association Annual Convention and Exhibition, Los Angeles, Cal., Feb. 11 to 13 inclusive, 1936. Headquarters, sessions and exhibit: Ambassador Hotel. J. V. Guilfoyle, managing director, 1122 Pacific National Bldg., Los Angeles, Cal.

Hall Hardware Company's Thirty-third Annual Stockholders' Meeting, Convention, and Exhibit, Minneapolis, Minn., Feb. 18 to 20 inclusive, 1936. Business sessions and exhibition: The company's building, 6th to 7th Ave. No. on Third St. G. E. Hall, president and manager.

Illinois Retail Hardware Association 39th Annual Convention and Exhibit, Peoria, Ill., Feb. 4 to 6 inclusive, 1936. Exhibit: State Armory. Headquarters: Pere Marquette Hotel. C. G. Gilbert, secretary, 1155 Merchandise Mart, Chicago, Ill.

Iowa Retail Hardware Association 38th Annual Convention and Exhibition, Des Moines, Iowa, Feb. 11 to 14 inclusive, 1936. Headquarters and business sessions: Hotel Savery. Exhibit: Coliseum. Philip R. Jacobson, secretary, Mason City, Iowa.

Michigan Retail Hardware Association Annual Convention and Exhibition, Detroit, Mich., Feb. 11 to 15 inclusive, 1936. Headquarters: Statler Hotel. Business sessions and exhibit: Masonic Temple. Harold W. Bervig, secretary, 1112 Olds Tower Bldg., Lansing, Mich.

Missouri Retail Hardware Association 38th Annual Convention and Exhibition, St. Louis, Mo., Feb. 18 to 20 inclusive, 1936. Headquarters, exhibition, and sessions, New Jefferson Hotel. F. X. Becherer, secretary, 2861 Gravois Ave., St. Louis.

Montana Implement and Hardware Association Annual Convention, Butte, Mont., Feb. 13 to 15 inclusive, 1936. Headquarters and sessions: Finlan Hotel. R. M. O'Hearn, secretary, Bozeman, Mont.

New England Hardware Dealers Association 43rd Annual Convention and Exhibition, Hotel Statler, Boston, Mass., March 11 to 13 inclusive, 1936. G. C. Small, secretary, 140 Federal St., Boston, Mass.

Nebraska Retail Hardware Association 35th Annual Convention, Lincoln, Neb., Feb. 4 to 6 inclusive, 1936. Headquarters and sessions: Cornhusker Hotel. George H. Dietz, secretary, 414 Little Bldg., Lincoln, Neb.

New York State Retail Hardware Association 34th Annual Convention and Exposition. Headquarters and business sessions at Hotel Syracuse, and Exposition at State Armory, Syracuse, N. Y., Feb. 11 to 14 inclusive, 1936. John B. Foley, secretary, 510 Hills Bldg., Syracuse, N. Y.

North Dakota Retail Hardware Association Annual Convention and Exhibit, War Memorial Bldg., Devils Lake, N. D., Feb. 4 to 6 inclusive, 1936. Louise J. Thompson, secretary, 21 Clifford Bldg., Grand Forks, N. D.

Ohio Hardware Association 44th Annual Convention and Exhibition, Cincinnati, Ohio, Feb. 18 to 21 inclusive, 1936. Business sessions, headquarters, and exhibition: Netherland Plaza Hotel. John B. Conklin, secretary, 175 S. High St., Columbus, Ohio.

Panhandle Hardware and Implement Association Annual Convention, Amarillo, Tex., Feb. 3 to 5 inclusive, 1936. C. L. Thompson, secretary, Canyon, Tex.

Pennsylvania and Atlantic Seaboard Hardware Association Annual Convention and Exhibition, Baltimore, Md., Feb. 24 to 28 inclusive, 1936. Sessions and exhibition: 5th Regiment Armory. Hotel Headquarters and Entertainment: Lord Baltimore Hotel. W. Glenn Pearce, managing director, 400 N. Broad St., Philadelphia, Pa.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn.,

April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J. sometime in April, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St., Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith, c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibit: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.

Virginia Retail Hardware Association Annual Convention, Richmond, Va., Feb. 25 and 26, 1936. Headquarters and sessions: John Marshall Hotel. Thomas B. Howell, secretary, 602 E. Broad St., Richmond, Va.

Wisconsin Retail Hardware Association 40th Annual Convention and Exhibition, Milwaukee, Wis., Feb. 4 to 7 inclusive, 1936. Business sessions and exhibit: Milwaukee Auditorium. George W. Kornely, exhibit manager, 3374 N. Green Bay Ave., Milwaukee, Wis. H. A. Lewis, executive secretary, Stevens Point, Wis.

Our Readers Write



Fine Work

KANSAS CITY, MO.—The Directory came through in good shape. It is a fine work, and I use it very often, in fact, more than I use The ——. I am glad to have it.

GEO. E. GARLAND, Secretary,
Townley Metal & Hdwe. Company

OK in Every Way

HOUSTON, TEXAS.—We are glad to advise that your Directory is in every way okay and is being used to good advantage daily by our Purchasing Department.

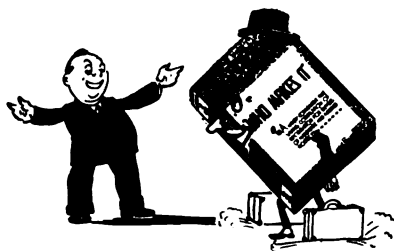
The previous one was a great help to us and this one will be in constant use.

D. D. PEDEN, Pres. & Treas.,
Peden Iron and Steel Company

Welcome to Welcome

WELCOME, MINN.—We received our copy of the Directory "Who Makes It?" in good condition.

We find this Directory very handy and have made very good use of same since we received it.



BALTIMORE, MD.—

The Hinge Ped-ler desires to congratulate you on your fine issue of *HARDWARE AGE* for Sept. 26, 1935.

The Griffin Mfg. Co. advertisement, page 197, has attracted attention. Thanks. Have heard from same from my trade. Will see you at Atlantic City Convention.

HARRY CLOVER,
The Hinge Ped-ler,
Griffin Mfg. Co.

We always have it handy and wish to thank you very much for same.

A. H. MARTENS,
Martens & Klein

Lost Without It

SELMA, ALA.—We are in receipt of your letter of the 7th, with reference to the recent issue of the Directory or "Who Makes It?" and we wish to say that we are very much



pleased with this copy and there is hardly a day that we do not use this in some manner, in fact, we would be lost without a copy of this within our reach during the day.

J. C. COKER,
Tissier Hardware Company

A Great Help

WARREN, OHIO.—Wish to advise that we are in receipt of copy

of Directory, or "Who Makes It?" which came to us in very good condition.

We wish to take this opportunity to thank you very kindly for the same, as we find it a great help in checking up on the different manufacturers.

S. L. RAMSEY, Manager,
The Park Hardware Company

Necessity

MANSFIELD, OHIO.—Our copy of your Directory reached us in excellent condition. We think it is very complete. We use your Directory daily and cannot understand how we could afford to be without it.

GEO. STELTS,
The Wagner Hardware Company

Locates the Makers

LOUISVILLE, KY.—We received the Directory in good condition. It will prove very useful to our buying department in determining who makes certain articles. We are indebted to you for it.

C. R. BOTTOROFF, President,
Belknap Hardware & Mfg. Co.

Finest

CORPUS CHRISTI, TEXAS.—Will say that the **HARDWARE AGE** dated September 26 is one of the finest editions of this kind that has ever come to us here in Corpus Christi, and you are certainly to be complimented on the splendid way in which you got this up. It is a credit to you and your organization.

OSCAR J. KOEPKE,
Corpus Christi Hardware Co.

Great Assistance

WILLIMANTIC, CONN.—We recently received from you the Directory or "Who Makes It?"

This arrived in first class shape and I am sure it will be a great assistance to us, as quite often we have to look up certain articles to find who is manufacturing that particular item.

We wish to thank you very much for this service.

NELSON A. DANIELS,
President,
The Jordan Hardware Co.

One of Best Helps

LOUISVILLE, KY.—The Directory was received in perfect condition and we assure you it is appreciated very much. We think it one of the best helps we have in our buying department.

W. STOCKHOFF,
Wm. Stockhoff & Son

Use Almost Daily

DIXON, ILL.—Copy received in good condition. We use this almost every day looking up "Who Makes It?" We could hardly do without it.

ACE STORES,
Howell Hardware Company

Can't Do Without It

MANITOWOC, WIS. — "Who Makes It?" is indispensable, and we have use for it very often. Thanks.

Wm. Rath sack & Sons Co.

Helps Many Times

CINCINNATI, OHIO.—Copy of "Who Makes It?" received in good condition. It covers the field

completely and it has helped us in many instances to find the odd item wanted every now and then.

We appreciate your generosity in sending it to us. Many thanks.

C. MOLSER, President,
The Pickering Hardware Company

Everyday Reference

LEOMINSTER, MASS.—We received your Directory or "Who Makes It?" and are pleased to have it in



our files. There is hardly a day that goes by that we don't refer to it.

C. H. WOOD,
Leominster Hardware Co.

Time Saver

PITTSFIELD, MASS.—Would say, in relation to your Directory, that we find it a very valuable book to have. Have referred to it many



times, and find it has given us information we could not have obtained without a great deal of delay. We thank you for sending it to us.

F. E. PEIRSON,
Peirson Hardware Co.

Has Convenient Place

BUTLER, OHIO.—We have received our copy of "Who Makes It?" It has been received in good condition and want to thank you very much for sending us this guide. It has been placed in a very convenient place in my office and I know it will be a great help this coming year.

W. F. BONE,
W. F. Bone Hardware

Very Much Pleased

CHICAGO, ILL.—Wish to advise we use the **HARDWARE AGE** Directory almost daily for reference work and are very much pleased with same.

S. A. LEVIN,
Bosler Supply Co., Inc.

Of Great Value

READING, PA.—Received the Directory (Who Makes It?) in perfect condition.

It is of great value to us and use it quite frequently; can offer no improvements for a better book.

H. F. HERTZOG

Put to Good Use

DUBUQUE, IOWA.—We want to thank you for the "September 26, 1935, **HARDWARE AGE** Directory Number" and find good use of it.

W. G. WIMMER,
George Wimmer & Son

Mighty Useful Book

YOUNGSTOWN, OHIO.—We are pleased to acknowledge receipt of **HARDWARE AGE** Directory.

Our comments are: A mighty useful book of information for a hardware store. We refer to it many times, especially when calls come for merchandise we do not carry.

The book was received in good shape. We wish to thank you for this copy.

C. F. WILKINS, Manager,
The Wilkins-Leonard Hardware Company

Appreciated

LANCASTER, PA.—We have just received our copy of your latest edition of "Who Makes It?" We find this Directory most useful in our office. It is referred to practically every day, and we very much appreciate the effort you go to to compile this edition and want to thank you for sending us this latest copy, which arrived in excellent condition.

H. C. HOPKINS,
Reilly Bros. & Raub

NEWS OF

HARDWARE AGE FOR

NINE THOUSAND BUYERS ATTENDED FIRST INTERNATIONAL HOUSEWARES SHOW

Coming from all over the nation, and from several foreign countries, nearly 9,000 buyers attended the First International Houseware Show held in the Merchandise Mart, Chicago, Jan. 6 to 18 inclusive. It is reported that the show thus established a new high record for attendance at such events.

The show occupied approximately 270,000 square feet of the 1,375,000 devoted to the presentation of new lines in the Mart. Other markets held concurrently were furniture, floor coverings, lamps, china, glass and pottery, and curtains and draperies.

A more definite desire to make commitments; increased buying of better grade merchandise; concentration on highly styled items in the popular and upper price brackets, the attendance of many chief executives, supplementing the activities of buyers, and more orders than at any previous market event, were the high-lights. Estimates of increased sales by various firms ranged from 10 to 150 per cent.

The most unusual feature of the show was the "Hall of Science" wherein more than 50 of the country's foremost manufacturers of housewares staged separate displays, providing a unique exposition of modern merchandising methods, manufacturing processes, display ideas, and new products. Approximately 60,000 square feet of space was devoted to this attraction.

In the more than 500 new lines of merchandise introduced for the first time there was a multitude of new things for the home, designed to add to the beauty and utility of American kitchens. Outstanding were the many heat regulated devices. Another appliance that created considerable comment was an electric platter to keep a complete meal warm without burning or scorching. Enamelware reached new decorative heights this year with many manufacturers introducing new low priced lines. One manufacturer of electric ranges exhibited a range which can be set to have coffee ready exactly at breakfast-time.

New types of kettles, frying pans, and sauce pans are being stream-lined and the use of detachable walnut or maple handles lends new beauty to such equipment. Among other interesting items exhibited were: iron skillets and frying pans, with enamel overlay in pastel shades; an electric vacuum cleaner with removable brush and top to facilitate emptying trash and dust; stoves with divided cooking tops with working space separating the burners, and new types of broilers patterned after those used in restaurants.

Many striking and distinctive exhibits were produced in the "Hall of Science". Besides providing new and novel methods of merchandising products the exhibits of many manufacturers were devoted to demonstrating

the constructional advantages of their products, either through "break-downs" showing the various stages of production or, as in a few cases, through demonstrations of actual manufacturing processes. Other companies devoted their displays to dramatic demonstrations showing the uses of advantages of their merchandise.

Of particular interest was the stress placed by manufacturers on the idea of selling matched sets. This trend was especially true in electrical appliances and kitchen wares. Vitrified china electrical aids in these sets were notable for style and beauty while there were many new notes in chromium, mostly in modern designs. Many of the kitchen utensils were of stainless metal.

Martin-Senour Three-Day Convention

The Martin-Senour Co., Chicago, held a three-day convention, Jan. 6 to 8, at the Hotel Bismark, Chicago, at which sales and advertising plans for 1936 were discussed.

William M. Stuart, vice-president of the firm, opened the session by telling the group that the paint industry was entering an era of renewed consumer-confidence, but the full benefits of

this improvement would not be realized by the firm unless it attacked the sales problem aggressively.

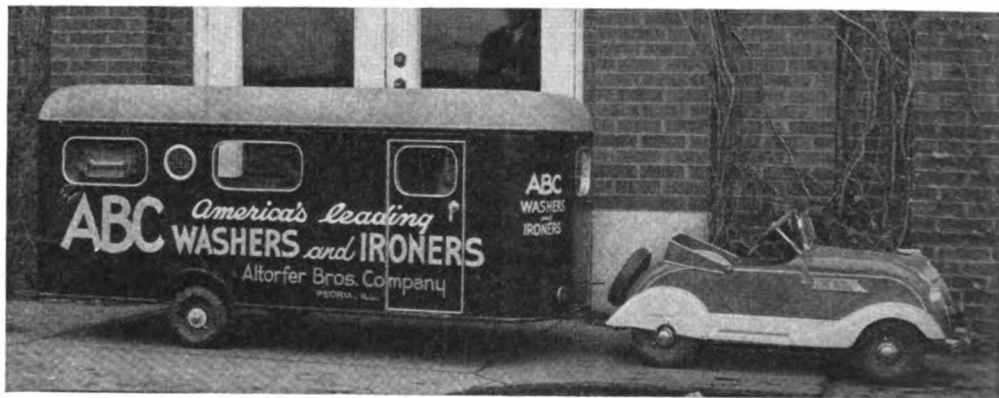
The modernization trend by home owners, desirous of improving their property, was discussed by Howard Weckel, central division manager. Harold T. Johnson, advertising manager, explained the merchandising and advertising plans for 1936.

50 FROM PHILA. ASSN. TO ATTEND CONVENTION

The Retail Hardware Association of Philadelphia will send 50 of its members to the annual PASHA convention in Baltimore, Md., Feb. 24 to 28, it was decided at the monthly meeting of the local group, held Jan. 16 at Stouffer's, Philadelphia.

W. Glenn Pearce, managing director of PASHA, in an address, outlined the convention program, stating that among the speakers will be Governor Nice and former Governor Ritchie, of Maryland; Congressman Wright Patman, of Texas, and a number of men prominent in the merchandising world.

B. J. Muchweiler of Temple University, guest speaker at the meeting, urged dealers to concentrate more intensively on training their store salesmen in selling goods. "Between your advertising and your display of merchandise and the actual sales of the merchandise, there is a tremendous amount of lost motion," he said. "You have probably spent hundreds of dollars in getting the customer into your store, where poor salesmanship may nullify all your effort and expense." He listed three laws governing customer psychology in selling: the law of attention; the law of desire, and the law of action, placing the actual sale under the latter and declaring it too often ignored.



This miniature trailer of Altorfer Bros. Co., Peoria, Ill., is equipped with five miniature washers, duplicates of ABC Washer Model 66 and was built for the firm's booth at the Housefurnishings Show, Chicago. It is one-half the size of the large ABC trailer, outfitted exactly the same, and is pulled by a toy automobile. It is electrically wired and equipped with a sound system for reproduction of music and advertising messages.

THE TRADE



JANUARY 30, 1936

FLETCHER, TERRY BUYS S. G. MONCE, INC.

Jan. 1, 1936, marked the uniting of The Fletcher, Terry Co., Forestville, Conn., and S. G. Monce, Inc., Unionville, Conn., two well-known glass cutter manufacturers. The entire line of Monce products will be manufactured by Fletcher, Terry in Forestville.

S. G. Monce, Inc., the older of the two companies, was established in 1869 by Samuel G. Monce, the inventor and patentee of the first steel wheel glass cutter. Twenty-four years later his nephew, Fred S. Fletcher, entered the business, and in time conceived newer and improved ideas about glass cutters. In 1903 he left the firm and founded The Fletcher, Terry Co. at Forestville.

We are informed that the combining of the two companies will insure the users of both firms' products a complete line of glass cutters and glaziers' supplies as well as Interchangeable Lock stencils, formerly made by the Monce company.

FORSBERG APPOINTS N. Y. REPRESENTATIVE

The Forsberg Mfg. Co., Bridgeport, Conn., has appointed Peterson Brothers, 85 and 104 Walker Street, New York City, as representatives in the New York Metropolitan area, and the adjacent territory. The New York firm will carry a warehouse stock, including such Forsberg products as Whale Hack Saw Blade, Hack Saw Frames, Coping Saw Blades and Frames and Screw Drivers.

POT & KETTLE NEWS

The Los Angeles Pot & Kettle Club has elected the following officers: L. L. Neblett, president; J. H. Pohlson and W. R. Read, vice-presidents; T. M. Moroney, recording secretary; J. H. Mignerey, corresponding secretary; A. F. Wheeler, treasurer, and J. V. Guilfoyle, George Slater and D. E. Sanford, directors.

The San Francisco Club elected the following officers: Hugo Auguston, president; Mike Sweyd, Fred Wigmore, Frank Overbeck, vice-presidents; Al Reasoner, corresponding secretary; Earl Robitscher, recording secretary, and

H. C. Baker, treasurer. Directors are: Tom Belton, Frank Bran, H. C. Gillan, Ray Harkness, S. Kaufner, Paul Neuman, Al Nisely, C. Putnam, F. Schultz and W. H. Spaulding.

National President Gillan appointed a committee to decide the place of the national convention.

The Los Angeles Club held its Hi-Jinks and Stag on Jan. 11.

STEWART IRON WORKS CO. IN ITS 50TH YEAR FOUNDED IN 1886 BY R. C. AND W. A. STEWART

In 1886, R. C. Stewart and his brother, W. A. Stewart, now deceased, saw the possibilities of profitably engaging in the manufacture of iron and wire products. Putting their ideas to the test, they established a small shop, The Stewart Iron Works Co. in Wichita, Kansas.

After several years of successful operation it was decided to move the business nearer the center of population and the firm in 1894 became established



R. C. STEWART

in Cincinnati, Ohio. Within three years, the company's growth necessitated a move to larger quarters but increasing business again made it necessary to acquire larger facilities. A factory site was selected in Covington, Ky., opposite Cincinnati, in 1903 and a contract was placed for the construction of a large iron works, which is now recognized as one of the largest of its kind.

The present plant has 350,000 square feet of floor space and is equipped with all modern machinery, jigs and dies for fabri-

REPUBLIC STEEL MOVES OFFICES TO CLEVELAND

Effective Jan. 25, the general offices of Republic Steel Corporation were removed from Youngstown, Ohio, to Cleveland. The new offices occupy floors 13 to 16 inclusive in the former Medical Arts Bldg., recently named the Republic Bldg.

The move consolidates the general offices, which have been lo-

cated in Youngstown, the executive and Cleveland district sales offices, formerly in the Union Trust Bldg., Cleveland, and the Advertising department, Massillon, Ohio. The sales offices of the Newton Steel Co. will also be located in the Republic Bldg., Cleveland.

The departments affected in the move include: General Operating, General Sales, Treasury, Purchasing, Accounting, Credit, Claims, Ordering, Coding, Traffic, Patent, Advertising & Sales Promotion, Sheet & Strip, Pipe, Bar, Tin Plate, Railroad, Culvert, Pig Iron & By-Products Sales, Engineering, Industrial Engineering, Salvage & Reclamation, and Industrial Relations. The sales offices of the Alloy Steel Division of Republic will remain in Massillon.

ELECTRICAL ASSN. ELECTS OFFICERS

Frank W. Smith, president of the New York Edison Co., was elected chairman of the board of the Electrical Association of New York, Inc., Grand Central Palace, N. Y. C., and H. H. Barnes, Jr., commercial vice-president of the General Electric Co., president, at the annual meeting of the association, Jan. 15.

Other officers elected were: C. E. Stephens, A. Lincoln Bush, C. L. Harold, Joseph F. Becker, vice-president; P. Schuyler Van Bloem, treasurer; J. H. McKenna, secretary, and S. J. O'Brien, assistant secretary. Mr. Barnes, the new president, succeeding Clarence L. Law, was first vice-president of the association for the past five years, during which period he was also chairman of the finance committee.

WESTINGHOUSE GOLDEN JUBILEE CELEBRATION

The Westinghouse Electric & Mfg. Co. held a general meeting, Jan. 8, in Pittsburgh, to celebrate its golden jubilee anniversary. President F. A. Merrick made a brief address, in which he introduced the speaker of the evening, Chairman W. A. Robertson.



R. S. STEWART

products sold largely through the hardware trade include wire mesh partition work, window guards, folding chairs, folding gates, settees, railing work, miscellaneous iron and wire work.

In celebrating its golden anniversary, The Stewart Iron Works Co. continues to maintain its position in the industry under the leadership of its founder and president, R. C. Stewart, who learned the trade in a small iron shop of his father's, R. C. Stewart, Sr. Four generations have been and are engaged in the manufacture of the firm's products. Associated with Mr. Stewart in the business are his son, Robert S. Stewart, vice-president; his grandson, S. M. Stewart, assistant secretary; and brothers and nephews, all of whom have grown up in the business.

ALABASTINE CO. INAUGURATES EXPANSION PROGRAM ADDS OIL PAINTS, ENAMELS, VARNISH TO ITS LINE

**W. H. Hall Appointed Director of Sales and
Harry N. Jones, General Superintendent**

John C. Corcoran, treasurer and general manager of the Alabastine Company of Grand Rapids, Mich., has announced that his company will begin 1936 with the most important expansion program in the history of the firm.

The company, which since 1930 has greatly expanded its line of wall-finish products, has now entered the field with a complete line of Alabastine oil



J. C. CORCORAN

paints, enamels, varnish and other paint specialties. "This move," said Mr. Corcoran, "makes the Alabastine line one of the most complete lines of exterior and interior decorative products in America. During 1935 our business showed a 30 per cent increase over 1934, and a 58 per cent increase over 1933. With the introduction of our new line we are looking forward to greatly increased employment in our plant. We have prepared an aggressive advertising campaign in cooperation with Stevens, Inc., advertising agency, and will increase our sales force by at least 30 fully trained men."

The Alabastine plant, consisting of three factories, and covering 88 acres at Grand Rapids, has been completely modernized to improve and increase production. New machinery has been installed throughout, and the plant layout revamped. New units can be added as needed without disturbing production. New equipment is of the most advanced type. The company has installed a new can marker of a new design, the first of its kind to be installed in America. Company offices have been completely modernized.

"Modernization of plant and

equipment makes it possible for the paint division to start with an initial capacity of at least 2500 gallons per day," Mr. Corcoran stated, "and we expect to increase this gradually to a daily capacity of 8000 to 10,000 gallons, placing us among the largest paint manufacturers in the United States."

W. H. Hall, well known in the paint trade, becomes director of sales, and comes to the new position from the Glidden Company to assume active direction of the sales program for the new Alabastine line.

"Over a period of 57 years, we have enjoyed the cooperation and support of jobbers, dealers and decorators throughout America," stated Mr. Corcoran. "Through a fair and liberal policy, as well as through the excellence of Alabastine products, we have earned a measure of good will that will be of inestimable value in obtaining preference for our amplified line." The company will continue its policy of offering exclusive franchises to qualifying jobbers in each locality and backing up their efforts with an aggressive advertising and merchandising program.

Harry N. Jones has been appointed general superintendent of the Alabastine factory to supervise all production operations. Mr. Jones has had 33 years of experience as paint formulator and plant superintendent for various prominent paint manufacturers.

A full line of industrial finishes and maintenance goods is expected to be added within the next 12 months.

A new label has been designed for the new line by Martin Ullman, New York City, internationally known package designer. It has a modernistic appearance with its green bands and the red Alabastine circle cross on a yellow background. A combination color chart has also been prepared and is currently available.

During its 57 years of existence, the Alabastine Company has made notable progress. Originally capitalized at \$20,000 in 1879, the company was recapitalized at \$200,000 in 1890, and subsequently recapitalized in 1904 at \$400,000. Present capitalization is \$1,600,000. In none of these recapitalizations, the company states, was it nec-

essary to bring in new money. The augmented capitalization represents actual earned income of the company. The present expansion program, which Mr. Corcoran estimates will require an outlay of approximately \$250,000, is likewise being financed from earnings of the business.

Other executives of the company associated with Mr. Corcoran are, A. Paul, superintendent of the water paint division; C. DeJongo, superintendent of the Michigan Gypsum Company, a subsidiary of the



W. H. HALL

Alabastine Co.; C. McEachron, superintendent of the color card and printing division. The Board of Directors includes besides Mr. Corcoran, Victor M. Tuthill, president; J. L. Hamilton, chairman of the board; A. D. Rathbone, secretary; N. T. Hamilton, vice-president; Noyes L. Avery, and H. B. Tuthill.

LEWIS HEADS ELMIRA PRECISION TOOL CORP.

Ransome T. Lewis, formerly manager of the Elmira plant of the American Bridge Co., has been named president of the Elmira Precision Tool Corp., South Main Street, Elmira, N. Y., and James E. Personius, attorney, has been appointed secretary.

Mr. Lewis retired from the American Bridge Co. after 32 years of service. He entered the company's employ in 1901 as manager of the Athens, Pa., plant and in 1902 was transferred to Elmira as manager of the three plants operated there at that time. His previous experiences were with G. W. G. Ferris & Co., Pittsburgh; Osborn Engineering Co., Cleveland, and the N. Y. C. Railroad.

VAUGHAN & BUSHNELL NAME NEW SALES MGR.

Howard A. Vaughan has been appointed sales manager for Vaughan & Bushnell Mfg. Co., Chicago, succeeding Leonard P. Finley, who has been elected vice-president, in charge of sales



H. A. VAUGHAN

promotion and advertising, for the Union Fork & Hoe Co., Columbus, Ohio. Mr. Vaughan previously had been in charge of plant operations for Vaughan & Bushnell.

IMPORTER SEEKS LINES FOR RIO DE JANEIRO

A. Brickman, representing the importing house of B. Herzog, Rua General Camara, 211/213, Rio de Janeiro, is shortly to return to Brazil and wishes to correspond with manufacturers interested in introducing their lines in the Brazilian market. Communications should be addressed either to Mr. Brickman at 1814 Nostrand Avenue, Brooklyn, N. Y., or to his firm in Rio de Janeiro.

DAYTON RETAIL ASSN. ELECTED 1936 OFFICERS

The Dayton Retail Hardware Dealers Association elected its officers for 1936 at a dinner-meeting, Jan. 6, at the Y.M.C.A. Wallace Jones, retiring president, presided. Those elected were: Joe Schad, president; Carl Graeff, vice-president; Brooks Harmon, secretary, and John Kramer, treasurer and assistant secretary. The following were elected directors: William Haderler, Wallace Jones, Charles Deppner, and Herlie Lehman.

The retiring officials delivered their reports. At this meeting there was also a general discussion of the state sales tax, farm trade, the state convention, and social securities act.

NORVELL, CHAIRMAN OF SALES EXECUTIVE GROUP

Saunders Norvell, chairman of the board, Ingersoll & Norvell, Inc., 370 Lexington Avenue, New York, was elected chairman of the National Federation of Sales Executives, organization of which was recently completed by charter members. Mr. Norvell will serve until the first annual meeting to be held in Chicago in June.

The primary aims of the organization are to provide the sales side of business with a national voice and to develop a wider and more influential fraternalism among those engaged in the managerial phases of selling and marketing. Association membership is available only to clubs, associations, societies or other groups concerned with sales or marketing or the teachings thereof. To qualify for membership individuals must have served or still be serving in an executive capacity on the sales or marketing side of business or in teaching and training directly concerned with selling and marketing.

Vice-chairmen named to serve for a similar period as Mr. Norvell are: W. V. Ballew, sales manager, Dr. Pepper Co., Dallas, Tex.; C. D. Garretson, president, Electric Hose and Rubber Co., Wilmington, Del.; E. D. Keim, vice-president, E. R. Squibb & Sons, New York.

ALBRA CASTINGS CORP. ORGANIZED IN INDIANA

The Albra Castings Corp. has been organized at Huntington, Ind., for the production of aluminum, brass bronze, monel and other non-ferrous castings. The formal opening was held Jan. 15 and invitations to inspect the foundry were sent out.

Officers of the firm are: Herman Voges, Jr., president; V. W. Pacula, vice-president; Charles L. Terrel, treasurer, and S. B. Richey, secretary. Mr. Voges, for the present, will direct the sales activities of the firm. He has had many years' experience in the manufacture of standard and special metal, wood working machinery, mechanic's hand tools, etc., including the production of basic materials from which these products are produced, such as ferrous and non-ferrous castings, drop forgings, stampings, etc. Mr. Voges for more than 30 years was executive head of the Webster & Perks Tool Co., Springfield, Ohio, until the disposition of the business in 1922. Previously he was connected in various executive capacities with the engineering,

production and sales of various classes of machinery and other metal products.

Mr. Pacula, who has charge of production, has for many years been connected in similar capacities with Campbell, Wyant & Cannon Foundry Co., Muskegon, Mich.; Studebaker Corp., South Bend, Ind., and more recently with The Elkhart Iron Works, Elkhart, Ind. Mr. Richey has been associated with Mr. Voges in various capacities. He is an experienced accountant and is well versed in manufacturing accounting and cost practices. Mr. Richey has had sales experience and will assist Mr. Voges in the sales management.

WOODWARD HARDWARE IN BUSINESS 75 YEARS

Jan. 25th marked the seventy-fifth year of business of the Woodward Hardware store, Carlinville, Ill. The store was founded in 1861 by Septimus S. Woodward in the northwest corner of the square and has remained in that same location, although in 1865 a brick building was constructed.

Mr. Woodward, the founder, was a tinner by trade. When he came to Carlinville in 1856 he found employment with Keller & Fishback, with whom he re-

mained until he started his own business. A year after, he formed a partnership with his brother-in-law, William Farrell, which lasted for many years.

The present owner and manager, Charles T. Woodward, a son of the founder, took over the store in 1901 upon the death of his father. He had previously assisted as a clerk. He took as a partner William Watson, who retired from the business a year ago.

WESTFIELD APPOINTS N. Y. REPRESENTATIVE

The Westfield Mfg. Co., Westfield, Mass., manufacturer of Columbia and Westfield Bicycles, Columbia Velocipedes and Side-walk Bikes, has appointed Redell, Thompson & Demov, Inc., as direct factory sales representative in the New York and Metropolitan District. Offices and sample rooms are at 230 Fifth Avenue, New York City. The firm will sell the Westfield products for the account of The Westfield Mfg. Co., who will make all shipments and carry all accounts. Messrs. Redell, Thompson and Demov were formerly associated for many years with Steinfeld, Inc., who discontinued business as of Dec. 31, 1935.

NATIONAL HOUSE FURNISHING EXHIBIT ATTRACTED 29% LARGER ATTENDANCE

Buyers of house furnishings, larger in numbers by 29 per cent than last year and coming from all over the country attended the Ninth Annual House Furnishing Manufacturers Association Exhibit, held at the Stevens Hotel, Chicago, Ill., January 5th to 11th. Many hardware wholesalers and retailers were represented.

Countless new household devices were shown to the trade for the first time in the 340 exhibits. Improved quality and finish were characteristics of merchandise displayed and on many lines an upward trend in prices was observed.

The joint annual dinner of the National House Furnishing Buyers Club and the Manufacturers Association, as well as the annual stag dinner of the Chicago Housewares Club, were the high-lights of the social program.

Fred Cowperthwaite, H. & S. Pogue, Cincinnati, was elected president of the House Furnishing Buyers Club for the current year and the following vice presidents were chosen: H. R. Tyler, A. R. Malone, Julius Hertzberg, C. W. Amos, Albert Porcelain



WARREN EDWARDS

and D. W. Shaw. Louis Zinngrabe, Fair Store, Chicago, was elected secretary-treasurer, and Warren Edwards, secretary, National House Furnishing Manufacturers Association, continues as corresponding secretary of the Buyers Club. Members of the Club's board of directors for the ensuing year are: Fred Cowperthwaite, C. S. McGinnis, James Ginsburg, Robert John, V. C. Berg, W. A. Ricker and V. C. Pahnquist.

G-E DISTRICT MGRS. ATTEND 4-DAY SESSION

District appliance sales managers from the 15 sales districts of the General Electric's Appliance and Merchandise Department met in Bridgeport, Conn., for a four-day sales meeting, Jan. 6-9, with company officials. Speakers included division and sales-section managers and representatives of the field organization.

The meetings were presided over by P. B. Zimmerman, general manager of appliance sales; D. C. Spooner, manager of the home-laundry-equipment and cleaner sales division; R. W. Turnbull, manager of the traffic appliance sales division, and R. J. Cordiner, manager of the radio sales division. The last day's session was devoted to a meeting of the district appliance sales managers and G-E radio specialists.

An entertainment feature was a dinner, with Mr. Zimmerman as toastmaster, and talks by Vice-President C. E. Wilson, J. L. Bussey, president of the G-E Supply Corp., and R. M. Loughrey, district appliance sales manager, Portland, Ore.

SILVER ANNIVERSARY OF FRANKLIN HARDWARE CO.

Franklin Hardware Co., 52 Franklin Street, New York City, wholesalers of hardware, tools, machine shop supplies and automotive equipment, is celebrating its twenty-fifth year of service. Commemorating the event the company prepared a silvered four-page announcement. The first page contains a message from the firm's president, George L. Borst, and the inside pages describe and illustrate the company's facilities.

DEALER WISHES TO RECEIVE CATALOGS

J. E. Jerome has sold his interest in the Gaston Hardware Co., Gastonia, N. C., to M. B. Query, Jr., and has opened a hardware store in Rock Hill, S. C., known as the Jerome Hardware Co. Mr. Jerome is interested in receiving catalogs from manufacturers of general hardware lines.

HOLT HEADS ATLANTA RETAIL ASSOCIATION

H. H. Holt was elected president of the Atlanta Retail Hardware Association at its January monthly meeting recently. H. H. Harris was elected vice-president, and R. W. Bridges, secretary and treasurer.

NORTH JERSEY ASSN. ELECTS 1936 OFFICERS

The North Jersey Hardware & Supply Association, at its Jan. 14 meeting in East Orange, N. J., elected its officers for 1936. They are: President, George Force, Tuttle Bros. Hardware, Westfield; first vice-president, C. F. Werner, Jr., Werner Hardware, East Orange; second vice-president, William Ludwig, Ludwig Hardware, Teaneck; third vice-president, Harold L. Miller, Miller Hardware, Jersey City. Melville F. Miller, Miller Hardware Co., Jersey City, was reelected secretary and treasurer.

William Ludwig, C. F. Werner, Jr., Ray Howell, H. H. Ludwig and S. D. Post constitute the executive committee. Delegates to the Metropolitan association are: C. F. Werner, Demerest Romaine, Harold L. Miller, H. H. Ludwig and Ray Howell.

A. Bivona, Jr., of the legal staff of the Title Guarantee & Trust Co., N. Y., discussed the Social Security Act, its purpose, rate of tax imposed and the legal aspects of the law. He answered questions put to him by the members. Outgoing President Demerest Romaine presided at the meeting.

KILBORN & BISHOP SOLD TO TWO PURCHASERS

Kilborn & Bishop Co., New Haven, Conn., recently announced that its special forging contract forging business has been consolidated with that of the Moore Drop Forging Co., Springfield, Mass. All dies and tools have been transferred to Springfield.

The Green line of tools has been sold to the Peck, Stow & Wilcox Co., Southington, Conn., and moved to the Pexto factory there.

The corporation existence of Kilborn & Bishop continues until disposition has been made of the real estate. Trading business is no longer carried on.

BOYLE CO. TAKES OVER 3-IN-ONE PRODUCTS

As was announced in **HARDWARE AGE**, Jan. 16, page 56, The A. S. Boyle Co., Cincinnati, Ohio, has purchased the Three In One Oil Co. of New York City, manufacturer of 3-In-One Lubricating Oil and 3-In-One Furniture Polish. We are officially advised that these products will continue to be manufactured in Rahway, N. J., for the present.

The Three In One Oil Co. is being dissolved and all operations will be carried on by The A. S. Boyle Co. at the Cincinnati headquarters. Miss Liggett, who has

been vice-president of the former company, will continue in charge of export sales and syndicate store sales for The Boyle Company with headquarters in New York City. The sales of 3-In-One products will be handled by the Boyle organization in conjunction with its Old English Wax, Plastic Wood and Samoline. The sales force is being augmented to take care of the intensive selling plans which will be put behind all of these products.

G-E APPOINTS EIGHT DIST. REPRESENTATIVES

Eight district representatives have been named by the Thompson Refrigerator Division of General Electric Co. to assist the sales organization, Harry C. Mealey, division manager, has an-



S. C. GRISWOLD

nounced. The appointments and their respective headquarters are: F. L. Sacha, southeast district, Atlanta, Ga.; W. L. Sayre, New England district, New York City;



A. A. NERLING

E. F. Morford, north central district, Cleveland; H. G. Wilds, Middle Atlantic district, Philadelphia; E. H. Bryant, middle western district, Chicago; Lee McLeod, southwestern district; Dallas, Tex.; S. C. Griswold, western district; Kansas City, Mo., and A. A. Nerling, Pacific district, San Francisco.

THOMPSON, SALES MGR. FOR FONES BROTHERS

H. H. Rucker, president of Fones Brothers Hardware Co., wholesalers of Little Rock, Ark., has announced the appointment of Melvin H. Thompson as sales promotion manager. Mr. Thompson, a graduate of Hendrix College, was former assistant secretary of the Little Rock Chamber of Commerce and at one time was associated with the advertising agency of Gerald T. LeFever and Associates.

GEO. WORTHINGTON CO. ISSUES 1936 CATALOG

The George Worthington Co., Cleveland, Ohio, has issued its new 1936 catalog containing many new lines not shown in the 1935 issue. The volume contains 1070 pages compact with descriptions and illustrations, many of which are in color. The catalog is in loose-leaf form and the pages are held securely between hard leather covers by means of screws, to allow a change of pages. It also contains postal rates, mailing zones, a complete alphabetical index and a department and classified index.

NEW F-M LINE PRESENTED AT MEETING

Distributors and their sales managers viewed with enthusiasm the new "C" line of Fairbanks, Morse Conservador Refrigerators at the Stevens Hotel, Chicago, recently. The models were presented by W. Paul Jones, head of the Home Appliance Division, Fairbanks-Morse, Chicago, who also presided at the all-day meeting.

A review of 1935 activities was made by M. Frankel, who has been closely associated with the direction and management activities of the home appliance division of the company since its inception. F. D. Peltier, chief engineer in charge of refrigeration, spoke to the distributors on "Engineering a Successful Line." He outlined improvements that have been made and also discussed the quality nature of all of the various parts and their importance to satisfactory performance in relation to the advanced principles of electric refrigeration.

Sales features were portrayed by dramatic sketches. National and local advertising and the literature and promotional material were displayed and explained by W. R. Ceperly, advertising manager. Distributors were given an opportunity to present their viewpoint. At the banquet Mr. Jones spoke on "The Value of the F-M Franchise."

McINTYRE APPOINTED NORGE VICE-PRESIDENT

Norge Division of Borg Warner Corp., Detroit, Mich., has appointed George McIntyre of Newark, N. J., vice-president in charge of national buyers' activities. He will also act in an advisory capacity on finance for the Norge distributive organization.



GEORGE McINTYRE

Mr. McIntyre will maintain his connections as officer and director of several corporations affiliated with or supervised by Beneficial Management Corp. He was formerly an officer of Commercial Credit Corp. and the Morris Plan institution and was at one time identified as an executive with a large appliance manufacturer.

KANSAS CITY CLUB ELECTS OFFICERS

The following officers were elected to head the Kansas City (Mo.) Retail Hardware Club during 1936: R. E. Scruggs, president; J. C. Von Engeln, vice-president; Thomas Monahan, second vice-president; A. E. Ellfeldt, treasurer, and John C. Long, secretary.

PYRENE MFG. CO. PROMOTES DURFEE

Charles G. Durfee has been appointed assistant to Edward G. Weed, vice-president in charge of sales for the Pyrene Mfg. Co., Newark, N. J. Mr. Durfee has been associated with the firm for the past eight years; for the past four years as manager of the Systems Department.

WESTERN ASSN. DECIDES 1937 CONVENTION DATE

The Western Retail Implement & Hardware Association will hold its 1937 convention in Kansas City, Mo., Jan. 19-21, 1937.

WESTINGHOUSE COMMEMORATED 50TH YEAR WITH A LUNCHEON IN NEW YORK JAN. 14

THE 1936 GOLDEN JUBILEE

LINE OFFICIALLY INTRODUCED

The Westinghouse Electric & Mfg. Co. celebrated its 50th anniversary with a luncheon at the Waldorf - Astoria Hotel, New York, Jan. 14. A. E. Allen, vice-president, in an address commented upon the growth and progress of the company in that span of years. He pointed out that electric appliance sales were the best since 1930 and that an approximate increase of 35 per cent was shown over 1934.

In Mr. Allen's opinion the American people have become "Home Conscious" and curtailed incomes plus the progress of industry in perfecting electrical servants for the home have added impetus to this movement. The Merchandising Division has emphasized the creation and development of electrical appliances to free the housewife from drudgery and tedious tasks. "We are in a position to offer the home with a limited income electrical servants that will raise the standard of living in that home up to a level with larger incomes."

"With enthusiasm, we commemorate our Golden Jubilee year by announcing new Golden Jubilee lines of refrigerators, ranges and other home appliances. Entirely new styling, new products for a new period."

Some of the features of the new refrigerator line, which is of streamline design, are: The adjust-o-shelf; triple food saver set of three Moonstone Ware containers; built-in crisping pan for fruits and vegetables; built-in utility basket of rust-resisting wire, drawer-type for small packages and containers; improved eject-o-cube ice tray; oversize froster of welded San-



A. E. ALLEN

alloy; and a seven-point temperature selector.

Reese Mills, manager of the Range & Water Heater Department, in his address stated that in the past ten years unfavorable factors in the sale of electric ranges have been either eliminated or steps have been taken to correct them. Satisfactory cooking rates have been established in most communities. The installation problem, from the purchaser's standpoint, has been simplified and satisfactorily solved in most localities.

"All factors, production and distributing, are now favorable and have been for the past few years. In 1934 electric range sales increased more than 50 per cent over 1933. In 1935 results showed more than 50 per cent increase over 1934 sales. Conservative estimates indicate another 50 per cent increase in 1936."

The "Economizer" speed unit providing a simmer heat for surface cooking and said to cut

monthly electric cooking costs at least 18 per cent, is a feature of the line of nine new electric ranges. Other features include: Two ovens operating independently of each other; Minute Minder, a signaling device that marks a predetermined time for surface cooking operations; oven lights that glow when doors are opened; warming compartment in which temperatures can be controlled as low as 150 degrees; a cigarette lighter; portable Econo-cooker

with adjust-o-matic control; condiment set; and acid-resisting cooking surfaces. The models are finished in white porcelain enamel and trimmed in black, red and gray.

The new 40-gallon square-shaped electric water heater has been designed to set flush with walls and cabinets and to harmonize with white range and white refrigerator. Features include: Concealed wiring; toe-space cabinet finished in Dulux, hermetically-sealed corox heating units with separate thermostats for each unit providing a temperature adjustment of 13 to 190 degrees F.

CYCLE TRADES OUTLINES 1936 PROGRAM

H. J. McCAULEY AGAIN HEADS C.T.A.

Keen interest was shown in the meetings of the Cycle Trades of America, the Bicycle Manufacturers Association, the Cycle Parts & Accessories Association and the Cycle Jobbers Association at the C.T.A. convention,



H. J. McCAULEY

held Jan. 8-10, at the Hotel Commodore, New York City. E. H. Broadwell, president, Westfield Mfg. Co., Westfield, Mass., chairman, C.T.A. Publicity Committee, announced that the estimated sales of American bicycles during 1935 was more than 635,000 machines. The industry is very optimistic and looks for a bigger sales volume this year. Plans were discussed for increased activity in the promotion of bicycle clubs, bicycle paths, the running of amateur races and parades and the sending out of newspaper releases and photos.

Reporting as chairman of the Fair Trade Practice Committee of C.T.A., Noah Van Cleef, Van Cleef Bros., Chicago, urged members to refrain from importing goods "of a comparable type to that made by American manufacturers." F. A. Baker, F. A. Baker Co., New York City,



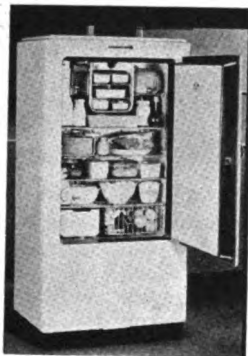
L. N. SOUTHMAYD

reporting on Cycle Paths activities, maintained that such campaigns were the most practical promotion possible for the industry. A. J. Musselman, president, Musselman Hub Brake Co., Cleveland, Ohio, outlined the details of the reorganization of the League of American Wheelmen. L. N. Southmayd, manager, C.T.A., and Mr. Broadwell reported on the publicity campaign conducted by the association during 1935.

The board of directors voted to hold the mid-summer meeting of the C.T.A. in Chicago the week of June 22, the hotel to be decided later on.

H. J. McCauley, president, McCauley Metal Products Co., Buffalo, N. Y., was reelected president of C.T.A. The new first and second vice-presidents respectively are: W. B. Harding, president, United States Rubber Co., Indianapolis, Ind., and Clyde Brokaw, president, Shelby Cycle Co., Shelby, Ohio. Nat Cohen, Rhode Island Cycle Co., Providence, R. I., is secretary, and Mr. Baker is the new treasurer. Mr. Van Cleef is vice-

(Continued on page 43)



Two of the new products demonstrated at Westinghouse Golden Jubilee Luncheon.

PROGRAM ANNOUNCED FOR JOINT CONVENTION OF SUPPLY AND MACHINERY ASSOCIATIONS

Monday, May 11, The National Supply and Machinery Distributors' Association, The Southern Supply and Machinery Distributors' Association and the American Supply and Machinery Manufacturers' Association will convene for the opening session of the joint convention at the Ambassador Hotel, Atlantic City, N. J. John T. Potts, president of the first-mentioned association, will preside. R. H. Dick, Barrington Associates, Inc., New York City, will be the speaker.

At the May 12 morning session, L. M. Knouse will be the presiding officer and the topic will be "Sales Management Methods for Distributors." For the discussion on territory coverage, the Southern association will secure a speaker and for the discussion on product coverage the speaker will be secured by the National association. There will also be a discussion on the distributor's part in giving his manufacturers efficient coverage and maximum distribution and maintaining his efficiency. A speaker will be secured by the American Association.

F. M. Archer will preside over the afternoon session, which will concern itself with: the need for better sales promotion

methods; the preparation and maintenance of a good mailing list; the proper use of special representatives of manufacturers; and industrial exhibits. A speaker for each of these topics will be provided for by the various associations.

The American association will conduct the morning session, May 13, the theme of which will be the coordination of distributors' and manufacturers' sales activities to secure maximum efficiency and lowest cost of distribution. L. M. Knouse will preside. Discussions will center upon the conduct of sales meetings; follow-up of inquiries; and furnishing, by manufacturers, of complete information on markets, proper officials to contact, applications and sales points for each product.

Alvin M. Smith, chairman, will preside over the I.S.R.B. meeting, May 13, 12:00 to 1:00 p. m. The work of the past year will be reviewed and plans for the coming year considered. Separate business meetings will be held by all three associations in the afternoon. They will meet at 4:00 p. m. for a joint closing session. The dinner-dance will be held Wednesday evening. Various other entertainment features will be provided.

BOOTH, GENERAL MGR. CORBIN CABINET LOCK

William H. Booth has been appointed general manager of the Corbin Cabinet Lock Co. division of the American Hardware



WM. H. BOOTH

Corp., New Britain, Conn. He succeeds Carlisle H. Baldwin, who retired.

Mr. Booth has been with the company since May, 1893, when he joined the old Corbin Cabinet Lock Co., under the late George

W. Corbin, and started in general office work. When he first obtained employment with the factory, in addition to the usual work required, he assisted in compiling the catalog. Later he traveled for the firm throughout the country and was well known, particularly in the South. He also went to Europe in the interests of the company. After leaving the road, he came to the main office to become a director, vice-president and secretary.

Mr. Booth has long been associated with the executive branch of the firm. When the Corbin Cabinet Lock Co. became part of the new American Hardware Corp. in 1902, Mr. Booth was made assistant general manager of the company and assistant treasurer of the American Hardware Corp., which position he held until his recent appointment.

ALLEN-BRADLEY NAMES CONN. REPRESENTATIVE

The Allen-Bradley Co., Milwaukee, Wis., manufacturer of electric control equipment, has appointed S. A. Rhodes, 2015 Main Street, Cromwell, Conn., as representative of its Connecticut

territory. He succeeds R. B. Soderberg of Hartford.

The Grand Rapids, Mich., office of the firm has been moved to 410 Houseman Bldg.

NIELSEN, ADVERTISING MANAGER FOR MAYTAG

The Maytag Co., Newton, Iowa, manufacturer of washers and ironers, announce the appointment of L. L. Nielsen as



L. L. NIELSEN

advertising manager. Mr. Nielsen has been associated with The Maytag Co. for several years as assistant to the vice-president.

LAURA WILSON HEADS MIRRO TEST KITCHEN

Laura Wilson has been appointed director of the Mirro Test Kitchen of the Aluminum Goods Mfg. Co., Manitowoc, Wis. Miss Wilson, who is an



LAURA WILSON

internationally trained economist, and her staff will conduct special cooking schools, supervise demonstrations and help retailers with their problems in addition to testing new Mirro utensils. She has had wide experience in cooking school work, lecturing, public utility home service and club management.

REVISED SALES POLICY STATEMENT ISSUED BY IRWIN AUGER BIT CO.

On January 10th, 1936, The Irwin Auger Bit Co., Wilmington, Ohio, filed with the American Institute of Fair Competition, Inc., Dayton, Ohio, a revised sales policy statement, which the Institute has made available to interested distributors. In this connection the Institute says in part:

"We attach revised Statement of Sales Policy of the Irwin Auger Bit Company. In substituting this statement for their previous statement, they have been obliged to throw overboard the business they were receiving from the Wood Preserving Corporation and the Red Top Auger Company, Inc. They advise us that their complete line of Earth Augers and Stump Augers will be sold in future exclusively through wholesalers."

The revised Irwin policy statement is signed by H. M. Swain, executive vice-president of the company, is notarized and reads as follows:

"We distribute through wholesalers and distributors. We sell no other class either under our own brand, private brand or no brand.

"Any items we make, either factory brand, private brand or no brand or any items manufactured in special design, quality, grades or types are available under like conditions at the same price and terms to all Irwin distributors and wholesalers. Our prices and terms will be changed only through announcements to the entire trade. No rebates, special prices, protection against price decline, consigned stocks or any other special concessions, such as advertising, unannounced freight, catalog allowances, etc., will be allowed to anyone unless offered to all under like conditions. No seconds. No warehouse stocks.

"There are no exceptions to this Statement.

"This Statement of Sales Policy applies to all sales in the U. S. It is designed to protect profit and volume of all Irwin Distributors and Wholesalers. We have tried to tell the whole truth about our Sales Policy, and will gladly furnish further information to anyone on any point not clear. Believing most unfair competitive evils come about through secrecy, we urge the hardware trade to ask their suppliers to file a statement of sales policy with the American Institute of Fair Competition, Inc."



AN ANNOUNCEMENT OF VITAL AND FAR REACHING IMPORTANCE TO EVERY PAINT DEALER IN AMERICA

Fifty-eight years ago the Alabastine Company introduced a revolutionary new interior decorative product—one that was destined to gain world acceptance and earn steadily increasing profits for thousands of dealers year after year. Today Alabastine launches another major expansion program—one that promises to go down in history as of even greater profit significance to the entire industry.

ALABASTINE INTRODUCES PAINTS • ENAMELS • VARNISH

a complete new line for exterior and interior decorative use, to augment the original Alabastine line.

Long months of exacting experimental research assure superior quality for these new products. Competitive pricing assures ready salability. Traditional Alabastine policies vouchsafe ideal trade relationships. A sound, practical and comprehensive advertising and merchandising program guarantee a highly responsive, nation-wide consumer market.

Now you can obtain a COMPLETE line of products for EVERY interior and exterior decorative purpose from ONE, CENTRAL, DEPENDABLE AND PREFERRED SOURCE OF SUPPLY. Use the coupon for full information.

ALABASTINE COMPANY
GRAND RAPIDS • MICHIGAN

WRITE IN

for new combination color chart and full particulars regarding the complete Alabastine line and valuable dealer franchise.

ALABASTINE CO., GRAND RAPIDS, MICH.

Send me non-obligating franchise information and data on new line including combination color chart.

Firm Name _____

Individual Name _____

Address _____

City _____ State _____

BRIEF ITEMS OF INTEREST TO HARDWARE PEOPLE

ARKANSAS

Hugh Moseley has purchased the interest of Lee Martin in the firm of Martin and Moseley Furniture & Hardware Co., Warren, Ark., which will be known as the Moseley Furniture & Hardware Co.

CALIFORNIA

T. L. Simmons Hardware has moved from 317 E. Seventh Street, Los Angeles, Cal., to 1932 W. Seventh Street, where it will carry a more complete hardware line.

FLORIDA

Knauer's Hardware Co., Jacksonville, Fla., has been incorporated with capital of 250 shares, no par, to engage in the hardware business. Incorporators are Max Knauer, F. A. Knauer and Helen Dickinson.

GEORGIA

The Hodges Hardware Co., has opened for business in the Wright Bldg., Metter, Ga. Robert E. Hodges is proprietor and Bert Felton of Augusta is salesman. A general line of hardware and paints will be carried according to Mr. Hodges.

IDAHO

The Beers Hardware, Salmon, Idaho, has moved to quarters recently vacated by the State Theatre.

ILLINOIS

George Collier proprietor of a hardware store in Farmer City, Ill., since 1906, is retiring from business. His son, Marshall Collier, will conduct the business in the future.

H. F. Miller has purchased the interests of his partner, Charles I. DeBord in the Miller & DeBord hardware business, Toulon, Ill.

The Ruhle Hardware store, Watseka, Ill., is being managed by Mrs. G. L. Ruhle, following the passing of her husband. G. A. Norris and Grant Jones assist her.

Weber Bros., hardware dealers in Teutopolis, Ill., have added a large storeroom to their business.

The Alexander Lumber Co., Carpentersville, Ill., has added a hardware and paint department.

Mrs. G. W. Nash has purchased the interest of S. E. and R. A. Veach in the Nash Hardware & Variety store, Bowen, Ill., and will continue its operation assisted by her son, Leon Ramsey.

The Soukup Hardware store, Wheaton, Ill., has been remodeled and enlarged to the extent of 500 square feet.

The Barr Hardware, under the management of Kenneth Dennen, has been opened in Viola, Ill.

H. C. Shoemaker has installed fixtures for the display of new stock in his store at Seventh and Williams Streets, Wyoming, Ill., which was formerly the Miller store.

L. H. Long & Sons have opened a hardware store in Shoals, Ind.

The Jordan & Woody Hardware Co., Cayuga, Ind., is expanding its floor space by occupying the Gohman annex.

L. M. Pletcher of The Pletcher Hardware store has temporarily rented the first floor of the K. of P. building, Delphi, Ind., for the display of a complete line of McCormick-Deering tractors and farm equipment.

IOWA

Russell Heald has opened a hardware store on Main Street, Mt. Sterling, Iowa.

Harvey Ickes has purchased a hardware store at Oakland, Iowa.

J. F. Dykstra, for many years a partner with J. H. DeVries and H. J. Boland at the Vander Meulen store, Pella, Iowa, has announced his intention of opening a hardware and automobile supplies store there.

Ralph Rust, proprietor of the Rust Hardware Co., 1711 Main Street, Parsons, Kan., is remodeling his store.

Robert Elliot has purchased the Bridegroom and Son Hardware Co., Phillipsburg, Kan.

KENTUCKY

Churchill Patterson has purchased the hardware and grocery store of C. A. Boyd & Son, Sonora, Ky.

MARYLAND

The C. H. Hayman & Sons Hardware Co., Princess Anne, Md., recently opened a machinery display room for its farmer trade. C. Edwin Hayman is manager of the firm.

MICHIGAN

The Lake Orion Hardware, Lake Orion, Mich., has moved to Fenton, at South LeRoy and Caroline Streets. It is now Fenton Hardware, Inc. William Detchon is manager.

A. G. Hindeland, who has operated a hardware business in Chelsea, Mich., for the past 20 years, has sold his stock of merchandise to the Merkel Brothers, and the Chelsea Hardware Co.

MINNESOTA

Sylvester and Harry Meyer have opened a hardware and auto supply store at Melrose, Minn., known as the M-W Associated store.

Lee Balow has purchased the Axel Peterson Hardware store in Isle, Minn.

NEBRASKA

Julius Peterson, who has operated a hardware store at Blair, Neb., for 21 years, recently held a closing out sale. He will retire from business.

NEW YORK CITY

William Silver has leased a store at 863 Eighth Avenue, New York City, and will operate a hardware store.

NORTH CAROLINA

A. M. Hadley and J. F. Moore have formed a partnership and will operate a hardware store on B Street, N. Wilkesboro, N. C.

OHIO

G. H. Blattner, oldest hardware merchant in Vermillion, Ohio, is retiring after more than a half century. His nephew, Lewis C. Blattner, succeeds him in the Blattner Hardware.

W. H. Saylor has retired from the hardware business at Portage, Ohio, after 38 years. Marshall E. Winton, a salesman in the store, has purchased the business and will continue it.

A. B. Kail has purchased the Minerva (Ohio) Hardware from L. W. Walter.

The J. C. Hawke Hardware store, Waynesville, Ohio, which Mr. Hawke has operated since 1902, has been sold to Robert Collett of New Burlington. Mr. Hawke is retiring from business.

PENNSYLVANIA

F. W. Reagle for 22 years a partner in W. A. Redmond & Co., Grove City, Pa., has disposed of his interest to his senior partner, W. A. Redmond, and with his brother, John Reagle, has purchased the Packard Hardware Co., Greenville, Pa.

SOUTH CAROLINA

J. E. Jerome has opened the Jerome Hardware Co., in the Ratterree Bldg., Main Street, Rock Hill, S. C.

TEXAS

Ewing & Phillips Hardware Co., Sinton, Tex., has filed an amendment extending charter time 30 years from Dec. 27, 1935.

VIRGINIA

Forrest R. Gill, who has been associated with his father and brothers in the C. C. Gill & Sons Hardware store, Orange, Va., will open a store in Warrenton, that state.

WEST VIRGINIA

Dan Archibald has taken over the Keyser Hardware store on Belmont Street, Wheeling, W. Va. He will be associated with his brother, Herman Archibald.

WASHINGTON

The Campbell Hardware Co., Seattle, Wash., has changed its name to the Campbell Hardware & Supply Co. to cover its growing industrial supply business.

WISCONSIN

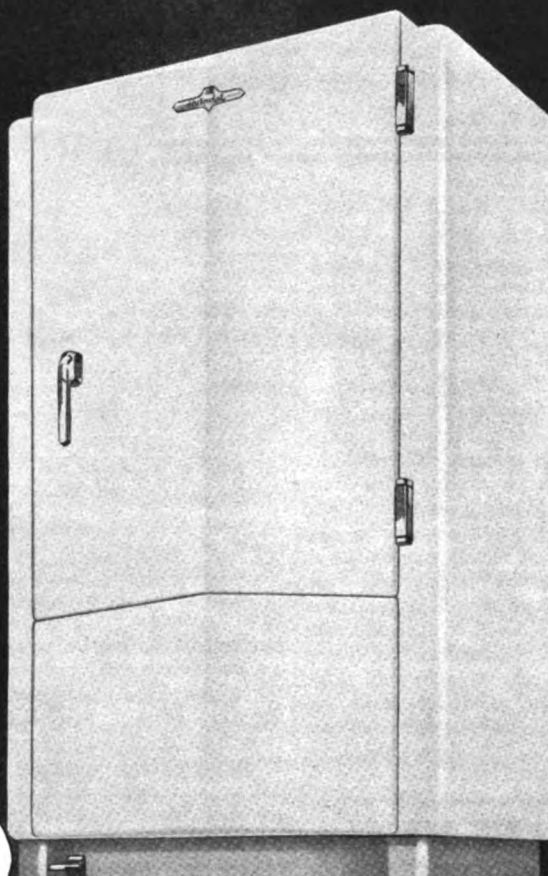
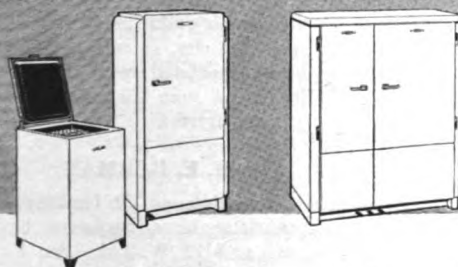
The Silvis Hardware store, 2315 N. Fifteenth Street, Sheboygan, Wis., has been redecorated and generally modernized.

A. Galpin's Son, hardware established in 1864 in Appleton, Wis., has been taken over by the Kimball Hardware Co., headed by Irwin S. Kimball, who was employed by A. Galpin's Son for 15 years. The store has been completely remodeled.

BIG THINGS AHEAD!

FOR **Hotpoint** REFRIGERATOR DEALERS!
MANUFACTURED BY GENERAL ELECTRIC

- ★ NEW DELUXE LINE
- ★ NEW STYLING
- ★ NEW FEATURES
- ★ NEW MERCHANDISING PLANS
- ★ NEW LOWER PRICES ON STANDARD LINE!



HOTPOINT electric refrigerator dealers are going places in 1936! With a new and expanded line, effective national advertising and a forceful merchandising program, Hotpoint invites progressive dealers to share in increased sales.

Here is what Hotpoint offers:

A complete line of 12 models. • New deluxe refrigerators with distinctive styling . . . striking beauty . . . new convenience features. A line with eye appeal and sales appeal. • Standard household models at lower prices. Equipped with the famous Hotpoint Super-Service mechanism . . .

built for years of continuous, economical service. • Larger refrigerators for use in food stores, restaurants, etc. • Small Thriftype refrigerators at astonishingly low prices for families of modest income.

• National advertising program with full pages in The Saturday Evening Post. • Expanded co-operative local advertising for your newspapers and for radio and outdoor. • Window displays. • New merchandising plans to help you sell more with less effort and less cost.

Yes, Hotpoint dealers are going places. Come along! Hotpoint's easy time pay-

ment extension plan gives you adequate display for little investment. Overnight warehouse deliveries. For complete details, clip the coupon and mail it today!

HOTPOINT Refrigerator Div., Appliance and Merchandising Department, Section AH1, Nela Park, Cleveland, Ohio.
Please rush details of the Hotpoint Refrigerator franchise, without obligation.

Name

Address

City State

CYCLE TRADES OUTLINE PROGRAM FOR 1936

(Continued from page 43)

president of C.T.A., in charge of Fair Trade Practice and chairman of its board. L. N. Southmayd is manager and assistant treasurer of C.T.A. Mr. Broadwell, Mr. Brokaw, Neely Powers, president, The Colson Corp., Elyria, Ohio, Mr. Baker, Mr. Cohen, H. P. John Hansen, Chicago Cycle Supply Co., Chicago, Mr. Harding, Mr. McCauley and Col. DeWitt Page, president, New Departure Mfg. Co., Bristol, Conn., were elected directors. The new executive committee members are: Messrs. McCauley, Harding, Broadwell and Page.

Mr. Broadwell was reelected president of the Bicycle Manufacturers Association, Frank Schwinn, Arnold, Schwinn & Co., vice-president, and W. G. Schack, Emblem Mfg. Co., Angola, N. Y., secretary-treasurer, were

also reelected. Mr. Harding was elected president of the Cycle Parts and Accessories Association. M. P. Ferguson, Eclipse Machine Co., Elmira, N. Y., is vice-president and August Seiss, Seiss Mfg. Co., Toledo, Ohio, was elected secretary. W. J. St. Onge, The Torrington Co., Torrington, Conn., is treasurer.

Nat Cohen heads the Cycle Jobbers Association. Alex Scaison, Progressive Cycle & Auto Supply Co., New York City, is vice-president and Mr. Baker is treasurer. Mr. Hansen is the new secretary.

ESSEX ASSN. TO HOLD ANNUAL AFFAIR IN FEB.

Essex County Retail Hardware Association, N. J., at its Jan. 16th meeting at Kreuger's Auditorium, Newark, discussed plans

for its fourth annual entertainment and dance, to be held Feb. 20th at the Robert Treat Hotel in Newark. A feature of the affair will be an all-star show.

ROCHESTER ASSOCIATION ELECTS NEW OFFICERS

The Rochester Hardware Association, New York, at a recent meeting elected the following officers for 1936: President, Clifford Wilson; vice-president, George Waterhouse; secretary, Glenn A. Hammond; treasurer, Paul Gutkin, and financial secretary, Benjamin Miller. Directors elected for two years were: William Lauterbach, Harris Hammond and Joseph Eckl.

FARM ELECTRIFICATION MEETING HELD BY G-E

Nearly 150 representatives of utility companies located in practically every part of the country met with executives of the Gen-

eral Electric Co. and manufacturers of farm equipment, at a three-day "Rural Electrification Conference," Jan. 13, 14 and 15, at Nela Park, Cleveland, headquarters of General Electric's Incandescent Lamp and Specialty Appliance departments. G. A. Rietz, in charge of the company's Rural Electrification division at Schenectady, was chairman.

The conference was devoted to a consideration of electricity's applications to the farm home and to a sound use of electricity in farm production. E. W. Allen, vice-president of General Electric, in an address, pointed out that America's leadership in extending electrical service into rural areas is due to advancements in standardization of voltages, frequencies, to scientific research and to the continuous introduction of new electrical equipments expressly designed to further rural electrification.

OBITUARY

ROSCOE G. FALLS

Roscoe G. Falls, 57, prominent hardware dealer of Whitehall, N. Y., for the past 25 years, passed away recently of pneumonia at his home, 23 Williams St., that city. Mr. Falls before coming to Whitehall had conducted a hardware and gas business in Afton for several years. When he came to Whitehall he formed a partnership with Manley D. Marshall and they conducted the business under the name of Marshall and Falls. A few years ago Mr. Marshall withdrew from the firm and was succeeded by A. N. Annable. The firm continued under the name of Falls and Annable until three years ago when Mr. Falls became the sole owner. He is survived by his widow, his father and a sister.

EDWIN DOWNS

Edwin Downs, 75, well known in the implement trade in Kansas City for 50 years, died Jan. 8. Mr. Downs came to Kansas City in 1881 to work for the Trumbull Reynolds and Allen Farm Implement Co. He later joined the P & O Plow and Implement Co. as general sales manager. Previous to his retirement in 1930 he was associated with the Rock Island Implement Co. as Kansas City branch manager.

CHARLES ADAMS OHL

Charles Adams Ohl, 84, senior member of the hardware firm of C. A. Ohl and Son, Zelenople, Pa., died of a heart attack, Jan.

1. He had been in failing health for several weeks. Mr. Ohl founded his business in Zelenople 22 years ago, previously having been engaged in the hardware business in Pittsburgh. He leaves his widow and a son, Lewis E. Ohl, with whom he was associated in business.

W. W. MILLER

William W. Miller, 55, manager of the industrial department of the General Electric Co., Schenectady, N. Y., died there recently after an appendicitis operation. Mr. Miller graduated from the Union Classical Institute in 1897 and worked for a year as office boy in the company offices. After his return from the Spanish-American War, he rejoined the company in the armature and coilwinding department. He entered the student engineering course in 1900 and two years later was transferred to the industrial department. He was made assistant manager in 1920 and manager of that division in 1929.

JOHN HENRY DAVIS

John Henry Davis, 71, for more than 40 years in the hardware business in Athens, Ga., passed away recently from injuries sustained in an automobile accident. His widow and a son survive.

NELSON GRIFFIN

Nelson Griffin, 53, president of the Hains Hardware Co., Thomsville, Ga., died Jan. 8, from

the results of an injury received during a robbery. Mr. Griffin had been with the firm for 24 years and four years ago was elected president.

WILLIAM D. GANEY

William D. Ganey, 67, well-known hardware merchant of Auburn, N. Y., died suddenly at his home, following a heart attack on Jan. 14. For the past 38 years, Mr. Ganey has been a member of the P. M. Hardware Co., Auburn. Prior to his coming to that city, he was associated with the W. Bingham Co., Cleveland. His wife, one son and two daughters survive.

ALEX NAECKEL

Alex Naeckel, 75, president and treasurer of Charles Naeckel's Sons Co., Davenport, Iowa, wholesale paint and glass dealers, passed away recently. He had been a member of the firm for 60 years. For many years Mr. Naeckel was a partner in the business organized by his father and when it was incorporated several years ago he became president and treasurer.

FRANK B. JONES

Frank B. Jones, 61, general manager of the Fuqua Hardware Co., Baton Rouge, La., died Jan. 11 at his home after a brief illness. He leaves his widow and a son, J. S. Jones.

CHARLES F. COLLINS

Charles F. Collins, retired steel official and resident of Chi-

cago for 67 years, died recently at Miami, Fla. Mr. Collins had been raw material manager for the United States Steel Corp. for seven years previous to his retirement in 1919. He also served as purchasing agent for the American Steel Wire Co. for 10 years.

WILLIAM F. FOY

William F. Foy, 79, founder and president of The Foy Paint Co., Inc., passed away Jan. 12.

B. G. LEHMAN

B. G. Lehman, 40, vice-president and director of John T. Lewis & Bros. Co., Philadelphia, died at his residence, 826 Drexel Hill, that city, recently. He had been associated with the firm for more than 20 years. His widow survives.

H. E. REBMAN

H. E. Rebman, 79, for 50 years proprietor of a hardware business at 4122 W. Lake St., Chicago, died Dec. 5, after a long illness, at his home. He leaves four children.

DAVID LEE

David Lee, 76, retired hardware merchant, died at his home near Cleveland, Tenn., Jan. 8. His widow and a daughter survive.

WILLIAM H. WELLS

William H. Wells, 69, for many years a hardware merchant in Belton, Mo., died at his home there Jan. 5.

SEE THESE NEW PROFIT-MAKERS FROM WESTCLOX

**PRICED RIGHT, STYLED RIGHT,
THESE READY-SELLING NEW
WESTCLOX HELP YOU
GET AWAY FROM PROFIT-
LESS CHEAP CLOCK SELLING**

Westclox

GREENWICH Electric Alarm

A beautiful new Westclox Electric alarm. Attractive walnut colored wood case with gold colored trim. Die cast feet, felt cushioned. Handsome etched metal dial. Window type alarm indicator. Convex glass, mellow toned bell alarm . . . simple push in shut off. Auxiliary key for demonstrating the alarm.

Self starting, low speed, synchronous motor, insuring less wear and longer life . . . 240 revolutions per minute. A quiet running electric clock, insulated against noise. 5¼ inches in height. 5¾ inches long. Approved cord. Retail for \$6.95.

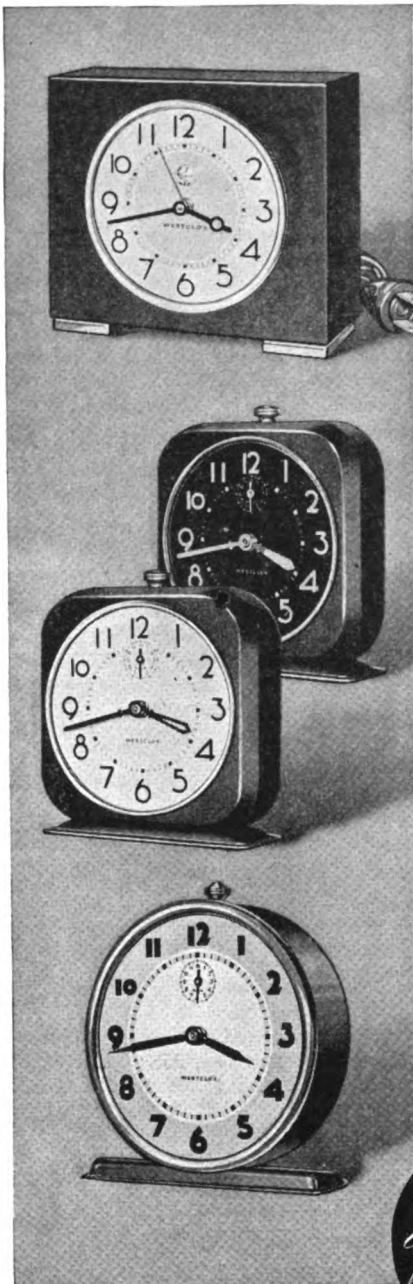
Westclox

FORTUNE (plain and luminous)

A square Westclox alarm on a base . . . beautifully styled. Rich black case with nickel trim. New convenient top alarm shut off switch. Convex glass. Modern hands, legible numerals and an inner minute circle combine to make an unusually smart and easy to read dial. Dependable one day movement. Alarm rings on an inner bell. The plain dial retails at \$1.50. The luminous model at only \$1.95 is sure to be an especially fast seller.

Westclox

BINGO—A smart new one day clock—the lowest priced Westclox alarm. Four and one-half inches high. Beautiful lacquer finish with brownish metallic luster . . . nickel trim. Inner bell and top alarm shut off switch, a great convenience and a pleasing decorative note. One finish only. Retail at \$1.25.



Westclox is a scientifically designed line to enable the dealer to make the most money out of clocks for the least investment and selling effort. Every model in the line is a good seller. There are no dead numbers.

So it is with these New Westclox. Each serves a real need. Each is properly styled. Each is properly priced, to give the line a complete price range. Together with the other popular Westclox numbers they round out the Westclox line—give you every clock you need for a profitable clock business. They are worthy companions of Big Ben—America's best known and best selling alarm clock.

The pictures and descriptions tell part of the story. But be sure to see the new clocks themselves when your wholesaler calls. Like the rest of the Westclox line these new models will help you to increase your unit of sale and to do a trading-up job on your customers—they'll help you to get away from selling cheap clocks at no profit.

Products of the
**WESTERN CLOCK
COMPANY**
LA SALLE, ILLINOIS



BIG BEN—The finest and best selling alarm clock. Loud or chime alarm.

BABY BEN—Quiet tick, with loud and soft alarm. Correct for any room.

WALL CLOCK—One of the Westclox electric models. Green or ivory.

SIESTA—First it warns you, then it rings you again 10 minutes later.

WATCHES—Pocket Ben and Dax. Both good looking, sturdy, reliable.

COUNTRY CLUB—One of the Westclox Electric Alarms. New in design.

What's New

for Retail
Hardware Stores

New and Improved Merchandise—
Display Helps—Sales Literature—
Window Trims—New Packages
—New Colors—New Deals—
Catalogs

Gardex Jr. Weeder

The Jr. Weeder is suited for mulching soil and weeding close to plants in boxes, borders, hot beds, flower beds, hedges, etc. Maker states it gets in



smallest crowded spaces by using V angle. It is sharpened on both sides up to handle and works backward or forward. Gardex, Inc., Michigan City, Ind.

Waco Lamp Display Deal F-126

Wabash Appliance Corp., 331 Carroll St., Brooklyn, N. Y., has designed an electric light bulb merchandising unit, colored in red and blue. It displays 126 Waco Lamps, and is said to require little room. Stand with advertising material and bulb tester free to hardware dealers who purchase light bulb assortment.

Combination Pick, Shovel and Hoe

This combination tool has been adopted by the Boy Scouts of America and carries their official stamp of ap-



proval. It is designed to save space in the camping kit and tool case and as an automobile accessory. The working end is pivoted and when used as a shovel, the pick end is held securely against the handle by a clamp, which slides down the shaft to hold the tool when used as a pick. It is light weight, sturdy and well balanced. Vaughan & Bushnell Mfg. Co., 2114 Carroll Ave., Chicago.

Treekote Emulsion

Treekote Emulsion is applied cold to all types of tree grafting and tree injury. Manufacturer's claims are: meets every requirement of tree surgeons; protects wound from weather conditions and insects and fungi; adheres firmly



and forms a protective coating to all surfaces; unaffected by hot weather; easy to apply and economical to use. List prices: pint can, 35c.; quart can, 60c.; gallon can, \$1.75; 5-gallon can, \$7.50. Walter E. Clark & Sons, Milford, Conn.

Free Cook Book Offered With Viko

A full-sized cook book, washable, cloth-bound, "first edition" is being offered by the Aluminum Goods Mfg. Co., Manitowoc, Wis., to consumers who purchase a matched Viko utensil. Book consists of 252 pages of recipes prepared by the Aluminum Goods Test Kitchen. Maker states that a dozen of the fastest-selling smartly styled utensils in the Viko line is being offered through wholesalers, together with a dozen cook books and a supply of



window display material. A label on each utensil helps emphasize the "free" offer.

Two-In-One Screw Driver

This screw driver has a double-end blade which is quickly and easily reversed. There are two size bits on each blade. Maker states it is scientifically hardened, tempered, ground and polished and is held firmly in handle by a friction grip. Steel insert at bottom of hole prevents damage to handle. The blades may be used as a bit for a regular carpenter's brace. Powers Mfg. Co., 72 Courtland St., New York City.



BIG GARDEN TOOL PROFITS



FOR DEALERS! **GARDEX**

"Soil-Flow" TOOLS

- 5 TIMES FASTER WORK
- BETTER SOIL PREPARATION
- NO BACK-BREAKING MOTIONS

EASY PULLING PRINCIPLE STARTS NEW ERA IN GARDENING

OUR NATIONAL ADVERTISING WILL REACH OVER 5 MILLION of the better FAMILIES

Here is a Sensational New Line of Garden Tools which every dealer will want to handle and display this coming spring—*The Gardex "Soil-Flow" Garden Tools.*

Last spring dealers who put in a small supply reordered within a week and repeated throughout the season. Many wrote us that they were astonished the way *Gardex Tools* sold on sight, because last spring the only advertising we did was over radio.

This year millions of messages will go out to garden lovers everywhere. Leading publications shown at right will carry forceful stories about *Gardex Tools* right into the homes of your best customers. Big Garden Tool Profits will be made by every dealer who displays the *Gardex Line.*

MAKE THIS ADVERTISING WORK FOR YOU Use the Material Available

In case you are now handling *Gardex* or have already placed your order be sure to get a supply of our attractive 2-Color Folders describing *Gardex "Soil-Flow" Tools* with dealer's imprint for distribution. Beautiful Color Counter Card. Mats or Electrotypes of any tool for circular work or newspaper advertisements. Feature Sales Bulletins for dealer's clerks and jobber's salesmen. Demonstration talks, etc. We invite dealers to make use of these helps and get facts about our initial Trial Unit.

WINDOW and INSIDE STORE DISPLAY . . .

This beautiful 6 Color Display Rack will liven up any dealer's store and window, can be used for both. It will take the heads only of 6 tools. Is small in size about 24" x 36" and most attractive with pocket for folders. Visualizes actual use and performance of the *Gardex Pull Hoe*. It will positively sell more *Gardex Tools* than any display you ever saw. Furnished free to dealers with a fair stock order.

SEND COUPON IN TODAY! GET THE FACTS

Learn about our Initial Trial Unit that has brought big profits to dealers with very small investment. Get copy of Circular, Feature Sales Bulletin, prices and discounts. Be the first in your community to take on this profitable fast selling line. Just fill out coupon, paste on postcard and mail TODAY!



GARDEX, Inc.
Michigan City, Ind. Desk 101
Please send me complete details of Initial Trial Unit, prices, discounts, and copy of Circular and Feature Sales Bulletin.

Name _____
Address _____
Town _____ State _____
Jobber _____



BUSINESS HIGHLIGHTS



ADVANCES BECOMING EFFECTIVE

Jute and Wrapping Twines Sheet Copper
Corn Cribbs and Cribbing Kitchen Ware
Household Lubricating Oil Crude Oil
Ten-Cent Paint Lines Bone Dry Shellac
Galvanized Ware Manila Rope
Asbestos Paper and Roll-Board
Plumbing and Enameled Ware
Drop-Forged Turnbuckles

DECLINES ANNOUNCED

Competitive Grade Cross-Cut Saws
Cold Water Dry Paste
Cotton Sash Cord and Clothes Lines

January disposal sales are contributing as much to the month's volume as usual, due to the relatively clean condition of distributors' stocks. There is little worry as to values in the placing of new business, for the manufacturers in general are holding their markets steady, with more advances occurring than declines. The few campaigns of early price cutting on staple spring seasonable lines have nearly disappeared.

* * *

The effect upon prices of the AAA decision is not fully clear, but the uncertainties will be quickly removed. The Supreme Court has ordered the prompt refunding of the processing taxes held in escrow, and there will be no rehearing to create doubt as to the finality of the Court's decision. Already a number of manufacturers are passing along reductions which reflect the amount of the defunct taxes. Probably a larger number are loath to actually lower their prevailing quotations, and are hoping to hold back their tax savings, to apply against recent cost increases in other directions.

* * *

A personal trip and survey throughout some 800 miles of the "farm belt," interviewing about 25

leading hardware retailers, finds them "all quite optimistic regarding their spring business, and reporting fairly satisfactory results for 1935. January business is running, they say, slightly ahead of last year, although the gain is in no way remarkable." The observer states: "I made it a point to check what reaction these merchants might have had from the farmers, as to the Supreme Court AAA decision. In practically every case they reported they didn't think it was going to make any material difference, though the time has been too short to get any final reaction."

* * *

Dun reports that consumer demand, instead of growing weaker, after its broad showing in December, has gained added momentum after the turn of the year, retail sales running 4 to 8 per cent over a year ago, while wholesale activity increased 15 to 20 per cent. "Evidently the backlog of unfilled consumers' needs has not yet been reduced perceptibly, as the demand for goods of nearly all types has grown stronger with each successive week so far this year," the survey states. "While special promotional events were responsible for much of the enlarged movement, staple articles contributed the bulk of the merchandise sold during the latest week. Most retailers report that stocks by the end of January will be the lowest for the period in the last six years. Merchants who had

How's the Hardware Business?

considered inventories sufficient to carry through the January promotions were back in the markets for heavy replacements. Such demands were particularly large from rural areas."

* * *

In tobacco-growing areas, trade is very favorably influenced by the great demand for cigarettes and cigars. The former hit an all-time production peak in 1935. Total output for the year was about 134½ billion cigarettes, against 125½ billion in 1934. Cigars produced in 1935 totaled 4,764 million, against 4,597 million in the preceding year.

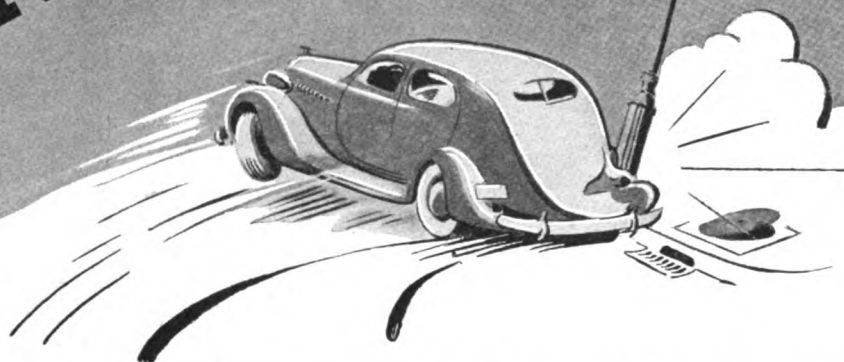
* * *

Rapid progress of the bonus through both houses of Congress has brought prophecies of a resulting rise in retail trade. This stimulus, through possible spending by the veterans, is estimated to amount to at least \$1,000,000, and to last for at least two months after payment of the bonus. Standard Statistics, Inc., points out that in 1931 a substantial part of the bonus money, distributed then, went into the payment of old bills and for necessities. Since then, however, trade recovery has altered the picture. Old bills have been paid off and many "necessity" wants have been fulfilled, so that much more of the new bonus funds may be free this time to spend for luxury or comfort goods.

* * *

Steel mill operations gained last year about 31½ per cent over

The First **NONSKID** Files



A marked advance in file construction comparable in the progress it represents to the superiority of nonskid tires over the old style type

Freedom from side slip is one of the outstanding features of the New Nicholson, Black Diamond and McCaffrey Files.

In the past, file performance has been slowed down and hampered by the tendency of the tool to slip or slide to the right or left. The unique tooth construction of the New Files eliminates this.

Try them and see for yourself. Then point out this feature to your customers. At your hardware wholesaler's. Nicholson File Company, Providence, R. I., U. S. A.

**New Files now available in NICHOLSON
BLACK DIAMOND and
McCAFFREY BRANDS**

A FILE FOR EVERY PURPOSE

1934. This month, operating figures are coming back slowly, but steadily, following the end-of-the-year decline. The production rate last week rose to 49.9 per cent of capacity, 1 per cent ahead of the preceding week's rate, and about level with January, 1935. The high record for steel operations in November and December was apparently made at the expense of January, automobile requirements, in particular, having temporarily quieted down. "In other directions," says *Steel*, "the markets still exhibit considerable buoyancy. Practically no reaction has been experienced in steel from the AAA decision. The farm implement industry is operating at 75 to 90 per cent of normal—the 1928-'30 average—with orders in hand to continue so for six months and dealers stocking more extensively than in several years."

* * *

Trade buying of wire products, and the demand for wire from manufacturers, are at the highest rate for any January since 1929. Steel bar specifications are larger than in December, tin plate is fairly strong, scrap prices are higher and the purchasing of plain structural material has improved. Prices on nails and barb wire, to the larger quantity buyers, have been none too strong, but show signs of steadying with the rising demand. It is expected that the regularly announced schedules of the manufacturers will be held during this quarter, although many makers, it is known, are desirous of an advance.

* * *

Plymouth Cordage Company on Jan. 1 reaffirmed October quotations on their Plymouth Yacht Manila Lariat Rope in coils, and on individual lariats, cellophane wrapped. This rope, three or four strand, in 600 or 1200 ft. coils, all sizes, is priced to the retail distributor at 56c. per lb.

* * *

Sheet copper prices were increased $\frac{1}{4}$ c. per lb. on Jan. 13. Among interesting data put out in a recent prospectus by Revere Copper and Brass, Inc., is found:

"Curtailement in output of primary copper; gradual absorption of excess stocks; the effect of the NRA price fixing; increasing demand; and the imposition of a 4 per cent duty which virtually shuts out foreign copper, have increased the price to a point such that the large copper producers apparently can now oper-

ate at a profit. The use of copper in the United States increased from about 7 lb. per capita before the war to a maximum of 19 lb. in 1929, with a fairly well stabilized level of around 15 lb. for the six years ending 1930. It fell off to about 6 lb. in 1932, but is now back to a little over 7 lb."

* * *

Corn cribs and cribbing are revised in a quotation sheet issued by American Steel and Wire Company, Jan. 17. The new schedules, for the retail trade, are, in general, nearly 20 per cent higher than the previous basis. Size 50 American Cribs, in LCL shipments, f.o.b. Chicago, are advanced to \$3.86 each, Heavy Prairie Cribs to \$3.08, and Light Prairie Cribs to \$2.46 each, in the same sizes. Quotations range 9 to 12c. lower when cribs are shipped in carloads. American cribbing fabric, sold by the rod, is advanced \$1 per ton.

* * *

A second advance is now in effect on plumbing enameled ware, tubs, closets, sinks, etc., which were marked up about 10 per cent on Jan. 16. The preceding increase, of only 5 per cent, from the lowest quotations reached, had proven insufficient to avoid operating losses to the manufacturers. The low market had, however, the good effect of stimulating heavy buying with thousands of installations of new plumbing equipment in homes. Prices on chromium plated brass fittings are very firm, and dealers look for a further rise.

* * *

A reduction is announced on competition-grade cross-cut saws, about 5 per cent. These saws had been advanced last January, and again last April. Wholesalers report a rising interest in the improved files, which are being widely advertised and sampled. Axe sales have taken a great spurt, as really cold weather has brought on a typical good axe season. There seems to be no let-up in the large volume of picks, mattocks and sledges, too, which PWA projects are calling for.

* * *

Manufacturers of 10c. paint lines advanced the price to the dealer to 85c. per doz. (from 80c.) shortly after Jan. 1. Quotations on linseed oil reacted from their recent December peak, and declined $1\frac{1}{2}$ c. per gal. on Jan. 17. Price increases on paint and varnish brushes are starting to come through, old quota-

tions generally having been cancelled on Jan. 15. Makers had been holding down prices in spite of sharply increasing costs of bristles, but a growing scarcity of supply has made increases imperative.

* * *

The removal of the processing tax on cold water dry paste, which is made from corn, has lowered quotations, effective at once. The estimated total decline, including the tax, will be close to 20 per cent.

* * *

Bone dry shellac has taken an advance of 3c. per lb., which is reflected in a 5c. per gal. raise in the finished product, alcohol shellac, effective Jan. 15. These changes run counter to recent expectations, as there had been previous concessions in the raw materials, leading many buyers to trim their stock-toward a price reduction.

* * *

One maker of flint paper recently announced the abandonment of their "short" size, $8\frac{3}{4} \times 10\frac{1}{2}$ in. sheets, with a repricing of the full size, 9 x 11 sheets to meet competition. The present intention of other makers, it appears, is to continue manufacturing both the smaller and the larger sheets, with keener price competition on the 9 x 11 in. size.

* * *

A. S. Boyle Company of Cincinnati, Ohio, which acquired control of Three-In-One Oil, has announced a reduction on all sizes. The manufacturers are also planning an extensive advertising campaign. New prices to retailers on 1 oz. cans will be 80c. per doz. (formerly \$1.25), on 3 oz. bottles or cans, \$2 per doz. (formerly \$2.40), and on 8 oz. bottles \$4 per doz. (formerly \$4.80). A price change on Liquid Veneer is reported, reducing this polish, in the popular selling packages, about $16\frac{2}{3}$ per cent.

* * *

There has been a small mark-up of 5c. per 100 lb., on asbestos paper and roll-board, effective Jan. 15. Corrugated asbestos paper is advanced about 50c. per roll (or 15 per cent). Asbestos millboard quotations continue without change.

* * *

Kitchen-ware prices are moving up, including advances of $2\frac{1}{2}$ to 5 per cent on some staple items in aluminum. Manufacturers of galvanized-ware issued new price lists, effective Jan. 1, showing ad-

FOR



1936

"I want the
lowest-cost,
dependable
refrigerator
I can buy."



"I want beauty, style,
and of course
all the modern
convenience
features."



You've got just what they want!
... IN THE NEW

GENERAL ELECTRIC REFRIGERATORS

THE NEW 1936 line of General Electric Refrigerators is ready.

Here in *one* line you have everything that attracts refrigerator buyers. New beauty, new convenience features, and the famous sealed-in-steel mechanism that has an unparalleled record for dependable performance at low cost.

It is a *complete* line—including Monitor



Top, Flatop, Liftop models, with prices to meet the demand of every market.

Get an early start with this line that will be the leader in the biggest year electric refrigerators have yet known! No other refrigerator franchise offers you such quick, easy sales, great volume and net profit. General Electric Co., Appliance and Merchandise Dept. Sec. HA1, Nela Park, Cleveland, Ohio.

JANUARY 30, 1936

55

vances of 5 per cent. The large distributors had probably covered to such an extent that this change will not immediately be reflected in increases to the retail trade. The new "top-of-the-stove" cooking glassware items have met with great acceptance at the recent Housewares Shows. Deliveries are just becoming available, and some jobbers report a very good advance demand.

* * *

Drop-forged turnbuckles, with fittings, both galvanized and black, have been advanced about 20 per cent. The manufacturers of electrical pipe conduit adopted a new price program Jan. 7, strengthening quotations by the elimination of certain concessions, and sorting-up privileges. In general, the former published "card" prices are unchanged.

* * *

1936 prices on insecticides have recently been announced, with the following changes noted:

Paris Green declined 2c. per lb.; Arsenate of Lead declined $\frac{1}{4}$ c. per lb.; Calcium Arsenate advanced $1\frac{3}{4}$ c. per lb.; Bordeaux Mixture advanced $1\frac{3}{4}$ c. per lb.; Lime Sulphur—no change.

* * *

Following recent advances on sisal twine, the market on pure jute and combination wrapping twines and on fine Indias went up $\frac{1}{2}$ c. per lb., effective Jan. 2. There was a similar advance on tube rope. Something of a shortage in the supply, and an undoubtedly strong mark-up in price, is expected on binder twine when 1936 prices are ready—probably shortly. The demands of the good crop yields last season are thought to have thoroughly depleted jobbers' stocks, so the coming season's announcement is awaited with unusual interest.

* * *

On cotton sash cord and clothes lines, some mills have promptly issued lower quotations as a result of the Supreme Court AAA decision. The average drop on standard braided sash cord is estimated at 1c. per lb., and on 50 ft. braided clothes lines at \$1 per gross. Buyers cannot figure that these reductions represent the full amount of the tax, so ordering is still on a hand-to-mouth basis. An advance has been put out on cotton waste, the best quality white being marked up $1\frac{1}{2}$ c. per lb., and the best grade colored 1c. per lb.

Quotations on manila rope, including the Jan. 1 rise previously reported, have taken such sharp successive advances that the retail trade has not yet felt the full force of the increase. The manufacturers are holding definitely to the full higher schedules, and it is not believed that jobbers' stocks are sufficiently great to handle any considerable portion of the spring selling except at the new top figures. Some importations of foreign-made rope are affecting the seaboard markets, but quantities available are reduced from former seasons, and the effect can be hardly noticeable on domestic prices.

* * *

Flat-glass workers at most of the mills went out on strike Jan. 1, asking a wage increase of 11 per cent, in lieu of a 5 per cent increase offered by the manufacturers. Late news from manufacturing sources indicates hope that the strike will not be of long duration. Shipments during this off-season have not been seriously interrupted. There is some talk that granting of even the lesser wage increase may necessitate higher prices on window glass. The manufacturers in general wish to avoid any increase in prices.

* * *

A new Hamilton rifle, model 51, has been introduced, replacing the model 147, .22 caliber single shot rifle. Despite the several improvements, model 51 will retail at \$2.95, as contrasted with the former price of \$3.90. Deliveries are now being made.

* * *

The Philco radio line has taken advances on a number of models, probably due to added improvements. It is not understood that there will be any general move on the part of other manufacturers to increase radio prices. However, costs are considerably increased by some of the late new features, and where these are being introduced, enough will probably be added to the list prices, to cover.

* * *

The spring-summer catalog of Sears, Roebuck & Company, out about Jan. 15, shows an average price increase of 2.39 per cent over those of a year ago and 1.44 per cent over those of the fall-winter catalog. These percentages are taken from the company's own announcement. Principal reductions

from a year ago were: Tires and tubes, 6.8 per cent; roofing, 1.9 per cent; silverware, 2.4 per cent; sporting goods, 2.4 per cent; fabricated cotton, 2.3 per cent. The latest book contains 4 per cent more pages than a year ago, and is being sent to 6,500,000 customers. Sears gross sales for the 1935 fiscal year are expected to total 415 million dollars, with a net profit of some 20 millions. This would give the company its best year since 1929, when total sales exceeded 440 millions and net profit topped 40 millions.

* * *

Department store dollar sales increased in December by more than the usual seasonal amount, the federal reserve board reported. The board's index advanced to 84 per cent of the 1923-25 average, as compared with 81 per cent in November. Sales reported for December were 6 per cent larger than a year ago and for the entire year 1935 were 5 per cent larger than in 1934. All federal reserve districts reported sales in December in excess of a year ago with gains ranging from 2 to 9 per cent. Stores in the Chicago, Cleveland and Atlanta districts attained the best (9 per cent) increase.

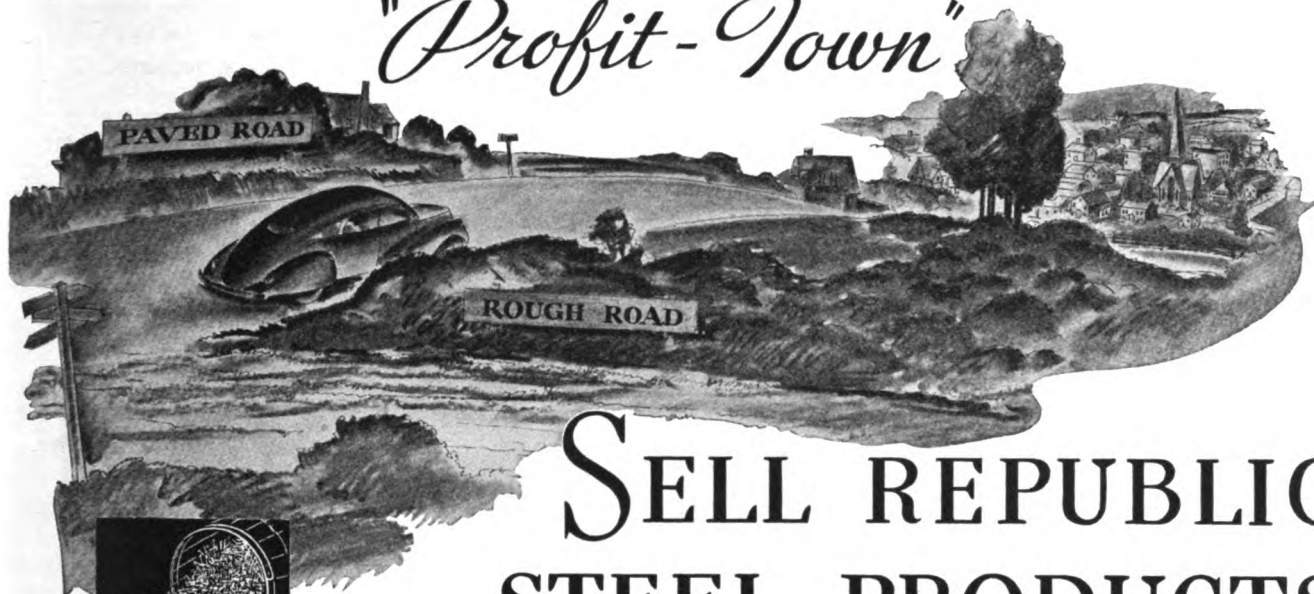
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Crude oil prices in practically all fields have been advanced, commencing Jan. 8, and ranging 7 to 15c. per barrel. Because of this, and other price strengthening of oil products, a rise of 10c. a barrel in fuel oil prices is expected around the close of the month. The Standard Oil Company in several areas has made an advance of $\frac{1}{2}$ c. a gal. in the price of all grades of gasoline.

* * *

The latest reports, for the Jan. 11 week, show a come-back in carloadings, and in electric power output. For the seventh consecutive week, freight loadings reached a five year seasonal peak. The total for the latest week reached 615,028 cars, an increase of 13.4 per cent, over the preceding period. Particular encouragement lay in the marked upturn in miscellaneous and less-than-carload shipments. The new free pick-up and delivery service of the steam roads is expected to help these classifications permanently. A new record high for power production in a January week was set, with a gain of 6.2 per cent over the week of Jan. 4, and of 11.2 per cent over the corresponding 1935 figure.

Take the improved road to
"Profit-Town"



SELL REPUBLIC STEEL PRODUCTS

Folks who travel fast choose *improved* roads. Sales speed is made the same way . . . by selling *improved* products.

To dealers who know that today's profits are made by *selling* . . . not just handling . . . merchandise, Republic Steel Corporation extends this invitation:

Republic Dealers are on their way to Profit-Town . . . via improved roads. You are invited to join them right now.

Folks are not only buying . . . *they are asking for* quality products . . . products made to resist the attacks of wear, weather, deterioration.

Every Republic Steel Product is made for SERVICE . . . lots of it! Back of every Republic Steel Product for the Farm is a large, alert organization whose strength is based on its determination to serve the public through products made for long-lasting service.

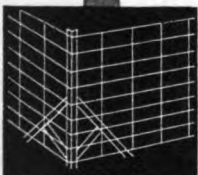
Take the improved road to Profit-Town. Sell the REPUBLIC Line!



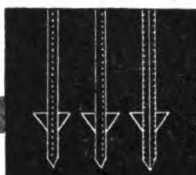
NAILS and
STAPLES



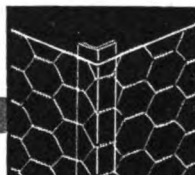
BARBED
WIRE



WOVEN WIRE
FENCING



FENCE
POSTS



POULTRY
NETTING



GALVANIZED
SHEETS

Republic Steel CORPORATION

WIRE DIVISION . . . OFFICES AND PLANTS
7850 SOUTH CHICAGO AVENUE, CHICAGO, ILLINOIS

GENERAL OFFICES . . . CLEVELAND, OHIO

Factory Selling

(Continued from page 31)

received; when delivery was promised; what employee laid out the merchandise included in the order, and whether the account had been properly approved for credit. If a special order to a manufacturer is necessary, a copy of this order is attached to the form shown. It is a rule that all special orders must be attended to before closing time, and no such orders are carried over until "tomorrow" under any circumstances. The forms on special orders are kept in a special "call-up" file. Under this plan, every special order is automatically brought to Mr. Levine's attention seven days after the order has been entered. If the merchandise called for by the order has not been received in the meantime a "check-up" is made with the manufacturer who received the order. If the goods on the order have been received, as is customary during the period mentioned, the delivery has been promptly made and the charge put through in the regular manner.

Despite the fact that many industries have had financial difficulties during recent years, the company's experience with industrial accounts, as a whole, has been much more satisfactory than with the charge accounts of the retail store division. Under the supervision of Ray D. Howell,

secretary-treasurer of the firm, credits have been carefully watched and relatively few accounts are past due. In a list of

all past due accounts, including those for the retail store and the wholesale plumbing supplies department, as well as for the mill supply division, some fifty odd accounts are listed. Of these only four are industrial accounts.



Federal Loan Plans Open Up Industrial Equipment Market

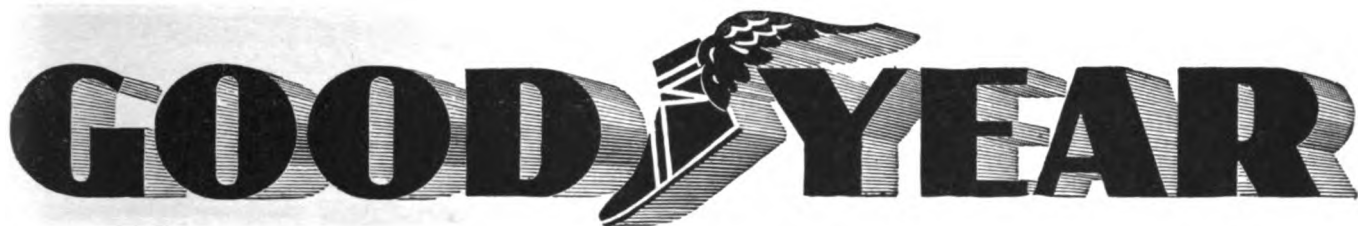
Briefly stated, here are facts hardware dealers should know as a guide for planning their factory selling activities.

HARDWARE firms catering to the mill and factory trade should be well

versed on the several Federal plans designed to aid industry. Many opportunities for substantial sales will develop in connection with the loans made to industry and hardware merchants who are familiar with the industrial financing being carried on in their territories will be in an excellent position to get the business. Manufacturing establishments handicapped by not having adequate capital to make essential or desirable improvements to equipment and buildings are finding a solution to this problem through the assistance being extended by the Government. It is generally conceded that many industrial plants have been using obsolete equipment and facilities. With loans for such purposes now made readily available an expanded demand is sure to materialize for industrial equipment
(Continued on page 78)



Proper office facilities with modern adding machines, typewriters and other office or business machine equipment help make the factory selling services of Perth Amboy Hardware Co. prompt and accurate and provide a convenient place for outside men to handle their necessary inside details quickly.



OFFERS THE FINEST LOW-PRICED HOSE EVER BUILT TO INCREASE YOUR 1936 SALES

IN addition to Emerald Cord, Supertwist, Pathfinder and other nationally advertised brands, the Goodyear Lawn and Garden Hose line now includes a new low-priced sales winner—Goodyear Oak Hose.

Goodyear Oak is a corrugated, 1-braid cotton cord carcass* hose. This construction, together with Goodyear's exclusive anti-ox compound cover that resists sun-cracking, insures far longer service life.

Just to show you how good it is, its burst pressure is

approximately 160 pounds as compared with only 50 to 60 pounds in hose of similar price. It stands up 2,000 hours under 100-pound pressure tests, against 50 hours for others!

Yet it is priced to sell competitively with lowest-priced brands on the market! It is the finest hose ever built for the money.

Can you go to town with a hose like that! Don't order for 1936 until you see the full Goodyear line.



AND FIVE FAMOUS BRANDS FOR YOUR QUALITY TRADE



ALL EXCEPT EMERALD CORD FURNISHED WITH EITHER RED OR GREEN COVER



Robert Russell (crouching on the right) is supervising a new products clinic of the J. Russell Co., Holyoke, Mass., as explained in this story. This helps make profitable sales for the company.

New Products Clinic Helps J. Russell Co. Sell the Factory

Holyoke, Mass., Hardware Firm Teaches Its Outside Sales Force the Selling Points on New Merchandise or Equipment Intended for Factory Consumers. Enlists Aid of Factory Experts for This School to Assure Accurate Knowledge.

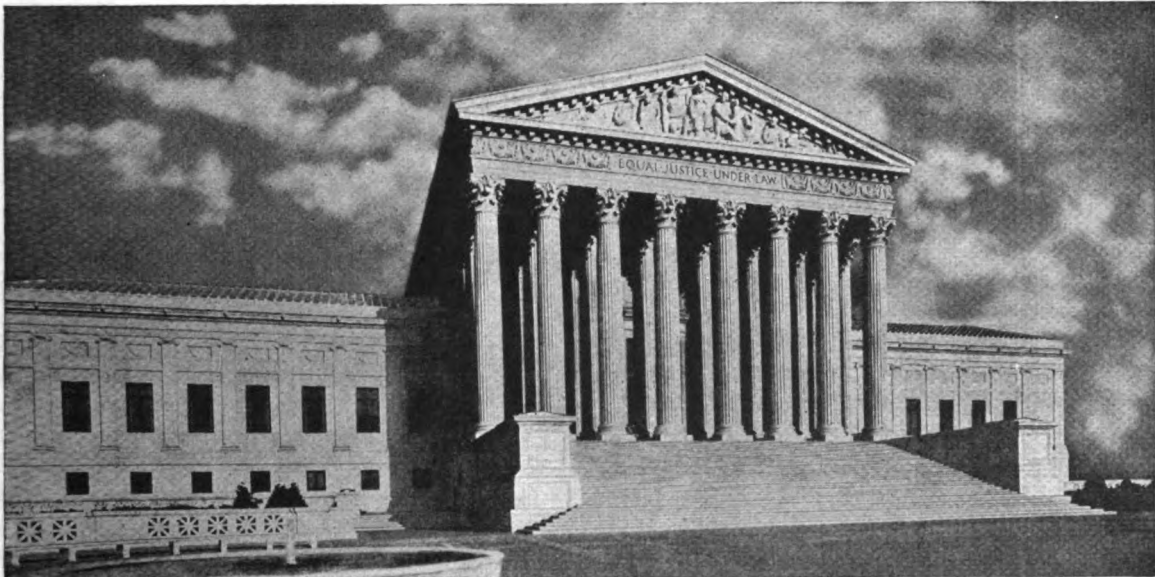
FREQUENT new products clinics are held by the hardware firm of J. Russell & Co., Inc., Holyoke, Mass. These enable the firm's industrial and automotive supply salesmen to do a more efficient selling job. When new products are added to the stock, a salesmen's meeting or clinic is held. An expert representing the manufacturer of the new line is present to explain in detail the many phases of the products, in which prospects will be interested, and which will as-

sist the salesmen in closing sales. Unless the regular representative of the manufacturer is unusually well informed on all technical points related to the new line, the company prefers an expert representative of the manufacturer, such as the engineer who developed the new line.

It has been the experience of the company that such experts quickly impart a technical knowledge of the application of the product, its operating principle or function, and its exclusive mechan-

ical and other features. Russell salesmen have found that one of the stumbling blocks to a sale is often some technical phase, and if they are well informed on the point in question, the sale can usually be closed more quickly. General information on the new products and its market opportunities are obtained from the regular sales representative of the manufacturer, and through a careful study of the literature provided by the maker.

(Continued on page 80)

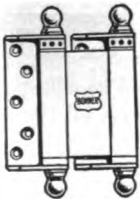


(C) Harris & Ewing, Washington, D. C.

United States Supreme Court

Where quality reigns supreme ... Bommer Spring Hinges are used.

BOMMER SPRING HINGE CO.

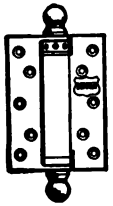


263 Classon Avenue

TRADE MARK



Brooklyn, New York



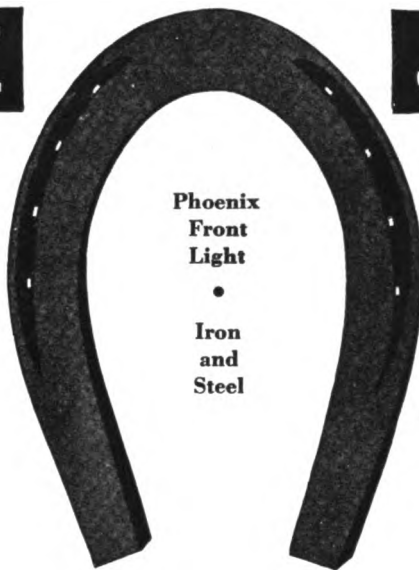
PHOENIX

"PHOENIX MEANS QUALITY"

HORSE AND MULE SHOES



Sport Shoes for Trotters, Pacers, Runners, Polo Ponies and Saddle Horses



Phoenix
Front
Light
•
Iron
and
Steel

JUNIATA

"THE SHOE WITH THE REPUTATION"

HORSE AND MULE SHOES



Powers Rubber Bar Shoe
Made Also in Open Style



Complete Line of Chain Hooks and Cold Shuts

BULLDOG, JUNIATA, SWEETS and AMERICAN CALKS

Sold on an Established Policy Through Regular Trade Channels

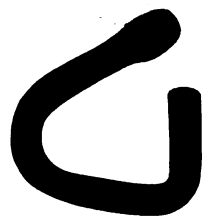
PHOENIX MANUFACTURING COMPANY

Chicago, Ill.

Successors to Phoenix Horse Shoe Co.

Catasauqua, Pa.

"Our products are manufactured in the United States of America by Union Labor."



Highest Grade Drop Forged Products

LARGEST MANUFACTURERS OF HORSE AND MULE SHOES AND CALKS IN THE WORLD

JANUARY 30, 1936

61

Factory Selling

ONE of the most successful retail hardware merchants this country has ever produced was Charles Boettcher of Leadville, Colo. Mr. Boettcher after having made a great deal of money in the boom days of Leadville sold out and moved to Denver. There he went into the raising of sugar beets, banking and many other enterprises. Mr. Boettcher became one of the wealthiest men in the state of Colorado, but his start was in a retail hardware store in Leadville, and when I was a traveling salesman in Colorado this was one of my best accounts. Mr. Boettcher's son is the young man who was kidnaped recently in front of his fine residence in Denver, Colo.

I remember Mr. Boettcher very well indeed. Now here is a curious fact. While I visited Leadville frequently and spent a lot of time in Mr. Boettcher's store I never saw Charley Boettcher sitting down. If he had a desk in his store I don't know where it was. As a matter of fact Mr. Boettcher was very seldom in the store. When he walked in it was usually with some customer, or if he came alone, he would step into the bookkeeping office and talk to his accountant. Mr. Boettcher had a general manager who ran his business. This manager did all the buying. I never knew Mr. Boettcher to buy anything—he did the selling.

In those days Leadville was booming. Millions of dollars were being invested in the development of mines. Mining supplies, including hardware of all kinds, were being bought on a large scale. The buyers for these miners were the superintendents or mine managers. Mr. Boettcher devoted practically all of his time to these buyers. He arranged with them for their supplies. Someone else could buy his goods, someone else could keep his cash account and his books, but Mr. Boettcher made

By SAUNDERS NORVELL

it his personal business to make the contacts with the men who placed the large orders for the mines. On this basis he built up his hardware business and acquired a considerable fortune before finally selling out.

Others went into the hardware business in Leadville. They had the same opportunities but no one managed his business the way Mr. Boettcher did. Most of these others had desks in their stores. A good part of their time they sat at these desks and waited for the mine buyers to come to see them. These others were never very prosperous even in the boom days, and when Leadville petered out as a great mining camp these sit-and-wait-for-trade dealers promptly passed out of the picture.

An Example

There was a retail hardware dealer in New England who had a large and established business. For prompt pay and character and all that this business stood at the top. The business had been passed down from father to son. The old gentleman, the head of this business, grew stout and his hair turned gray. He found it less and less pleasant to stand on his feet. He developed the chair and the desk habit. At first when customers would come in he would rise up from his chair, but as time passed he stopped rising. He talked to customers from his chair. Clerks in the business took over the selling. While this good old business was in a growing manufacturing city, while the city itself improved, while there were all kinds of new developments and most of these developments used hardware, the sales of this particular store steadily declined.

By the most rigid economy this merchant and his good wife had

been able to send their youngest son to college. The older sons were not interested in the hardware business that was steadily declining and they had occupations elsewhere. This youngest son came home from college and went to work in his father's store. He lived at home with his father. He was economical, had good habits and was not much of a burden on the business. But this young fellow, as young fellows will, fell in love. He wanted to get married. He did not care to bring his bride to his father's home. Of course, he might have secured a better position somewhere else, but his father was now growing old and his mother did not wish him to leave the business.

This business did not now produce enough profit to support two families. Our young friend, as he stood around the store and waited for customers to come in, became restless. Usually he was very prompt in returning from lunch, but one day he was an hour and a half late. His father had missed him and inquired rather petulantly why he had taken so long to lunch. "Well," answered his son, "at college I had a friend who was a buyer for one of the factories in this town. I decided I'd call on my friend and find out where he was buying his hardware. This college chum gave me a list of the hardware they used and the prices they were paying. Here is the list. If we can supply these goods at these prices he has agreed to give me the business. He has been buying these goods from a jobber and from two or three manufacturers. He told me that everything being equal, he would, of course, be glad to give us the business, as he felt not only on account of his friendship for me but because he felt that the local dealer should have the first call on the local business. There were some prices which I quoted him and here is his list of goods we can deliver.

THE WORLD'S GREATEST HAMMER

THE CHENEY NAILER

A leader among hammers in any store. Its balance — strength — tough handle — finish and nailing holding feature all combined in one hammer, to sell at the price of the good ordinary hammer, make it a live sales item. Get our attractive demonstrator-display "The Cheney Nailer Sales Maker." It turns prospects into customers for you. Send your order—today and let the Cheney Nailer lead the way for hammer business.

A FULL LINE OF HAMMERS

HENRY CHENEY HAMMER CORP.

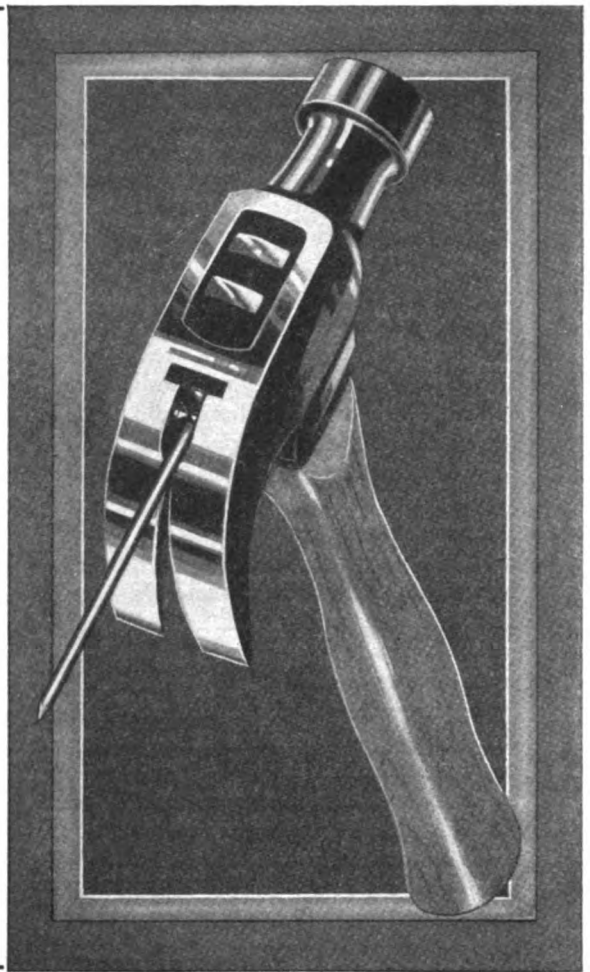
FACTORY

LITTLE FALLS, N. Y.

SALES OFFICE

302 BROADWAY

NEW YORK, N. Y.



BALL BEARING CASTERS

"ACME" Ball Bearing Casters roll silently, easily, smoothly in any direction. They not only protect all types of floor coverings, but they give a modern, up-to-the-minute note to furniture.

THEY SELL AS EASILY AS THEY ROLL

"ACMES" are a source of continual profit . . . a small item that develops mass sales. Show the customer how "ACMES" work. Roll one on the palm of your hand or run it along the counter—always an interesting demonstration that results in a sale.

THE SCHATZ MANUFACTURING Co.
POUGHKEEPSIE, N. Y.



"Acme" BALL BEARING
CASTERS

immediately. This list amounts to \$150, and you will see from his prices we can make some profit on the business."

The father was naturally pleased and then the son surprised him by stating that he proposed three afternoons a week to visit the various factories, contractors and others in their town using hardware and try and sell them their goods direct. He was well received everywhere and was told they would be glad to give them the business if he could meet competition.

The next thing he did was to get a list of hardware items from the buyers of the different factories and then every month if he did not call personally he would call up the buyer on the telephone and quote these items. He discovered that the different manufacturers bought different kinds of hardware, also in different quantities. To illustrate, he found that a certain manufacturer of furniture used brass-head tacks in very large quantities. They also used other kinds of tacks. Of course, his retail price on the same tacks when he bought goods only one box at a time put him completely out of the running when it came to selling to this manufacturer. With a new price he received on brass-headed tacks, based on large orders, he not only got the business of this particular furniture manufacturer but he now found himself in a position to sell other manufacturers who used brass-headed tacks. Now I'm telling an absolutely true story. At the end of three years this small retail hardware store was doing a business of \$12,000 per annum with manufacturers.

Not New Business

Of course, some of my readers will say this new business was not created, it was just diverted. It may be true, but the business was diverted from sources outside of town and from out-of-town manufacturers to an old-established retail hardware store in town where this business naturally belonged. This retail store is paying taxes, and employing labor. It is using local electric light and local telephone service. It is helping to do

its part to make the town a good place in which to live. But it does seem by all the laws of fair business, if it is able to sell merchandise in town at the right price, it is entitled to the business.

I visited a retail hardware man over in Brooklyn. He has a regular retail store with all the latest trimmings, open counter display and all that. This man was spending a good deal of his time away from his store, but notwithstanding this the store is prosperous. My friend is director in the bank across the street. He discounts all of his bills. He gets out a little mimeograph circular about national and local conditions. This circular is well worth reading. He sends it to all of his customers. He has a very satisfactory business with manufacturers all over the city. On certain lines of goods, such, for instance, as paint, he has secured the exclusive agency for his territory. He does an excellent paint business. In his office I noticed that there were on his desk a number of hardware items on which there were tags. "These," remarked my friend, "are items I have bought from chain stores and they are tagged with the retail prices of these stores. I make it my business to hold on to these samples and take them up with the salesmen of manufacturers and jobbers who call in an effort to obtain prices at which I can meet these prices and still make a profit, and I want to tell you that on most of these items I have finally been able to do this. It has taken some time, patience and work. In some places I have had to place fairly large orders, but I found that I could get the price if I would go after it and as an illustration I go after it." So this successful hardware man is not sitting in his store waiting for trade to call on him.

There are two kinds of rope. Regular rope, the kind used on buildings, and marine rope, the kind of rope used on ships, sailboats and for hawsers. A good-sized hawser is expensive rope and the life of this rope is only about one season because certain marine "bugs" eat into the rope and destroy it. Therefore, anyone who has ever owned a boat knows

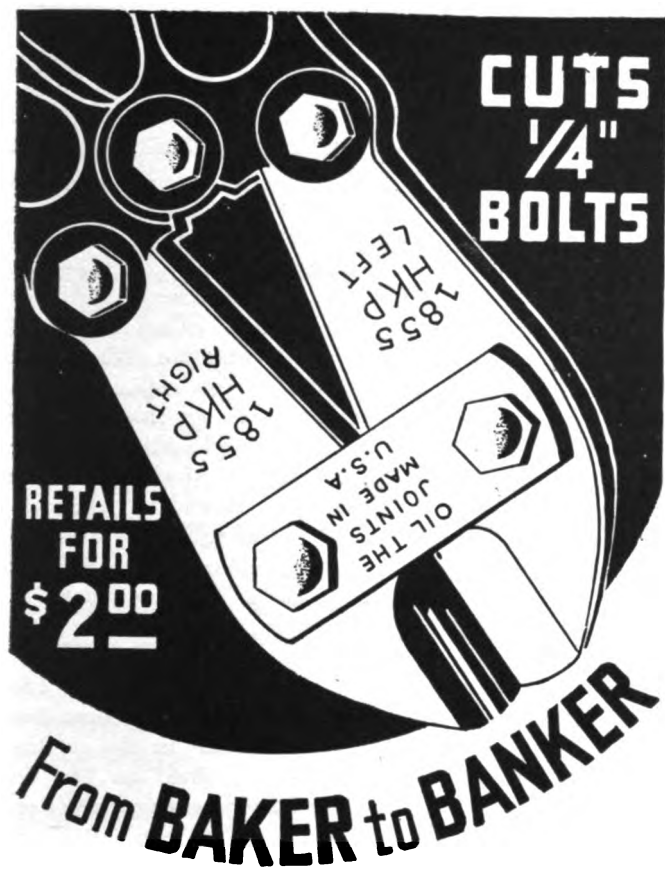
the cussed expense which he has to meet in buying new hawsers. The sailor marine rope is quite a business. Naturally it is confined to certain localities where there is a great deal of boating, where there is outfitting of ships, etc.

Between New York and Boston on both sides of Long Island Sound is the greatest piece of yachting water in the world. There are more sailboats and yachts and more amateur sailors. There are any number of yacht clubs. The quantity of marine rope bought along the Sound must be enormous. These smaller yachts do not use wire cables, they do not use chains, they use rope. But I'm wondering. I owned a sixty-foot boat for several years, and while I bought a new hawser every year, I haven't the faintest recollection of any retail hardware dealer along the Sound ever coming to me and asking me for my rope business. I'm a member of the Larchmont Yacht Club. There are several hundred other members, all of whom are more or less interested in yachting. But in all the years I have lived in Larchmont and been a member of this club I do not remember ever having received a letter or circular from a retailer on the subject of the kind of rope I could buy.

Rope Buyers

Suppose you ran a hardware store in one of these sailing towns. Suppose you carried a Smith rope, or a Jones rope, or any other kind of rope that salt water cannot make hard. Suppose your rope is water and germ-proof. Suppose it has a green or yellow strand or any other kind of strand. In the name of Moses and little fishes why don't you get out a circular and tell about your rope at least to the members of all the yacht clubs? There is no trouble whatever in getting this list of members. Now I'm putting in a lot of time just on rope, but along with rope will come a lot of other business. A man with a boat always needs a lot of things. You are always puttering with a boat. How about white paint? How about knives and forks and cutlery for the boat? Ladders, flash-

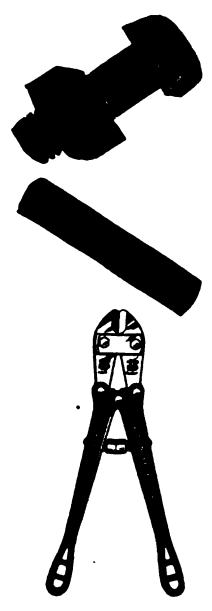
(Continued on page 82)



RETAILS
FOR
\$2.00

From **BAKER** to **BANKER**

**Designed for Every Man
Who Likes to "Tinker"**



With the new Porter 12X-1855 Cutter every energetic hardware merchant has the opportunity to build up the greatest over-the-counter sale ever developed for a two-handed cutter. . . . It is designed especially for the home market—for the hundreds of handy men in your locality who need a real mechanic's cutter for use about their homes and in their workshops. Equally important, it retails at a price that will greatly appeal to them. . . . Cuts bolts in the thread up to 1/4", nails, fencing, light rods and all kinds of untempered wire—jobs too tough for the ordinary home wire cutter. We are advertising this new Porter tool nationally to home craftsmen. Many of them are your customers. It will pay you to tie in with this advertising—to display and promote this tool in your store along with kindred items. The season of home workshop appeal is approaching. Cash in on it! Price slightly higher west of the Rockies.

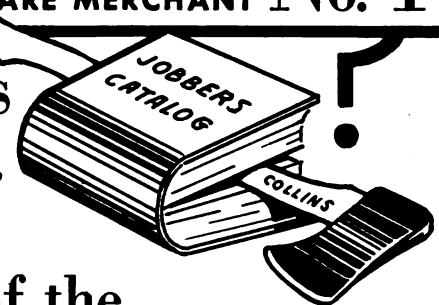
H. K. PORTER, INC., Everett
The Bolt Clipper People—Est. 59 Years

PORTER
HKP
cutter

JANUARY 30, 1936

OPEN QUESTIONS TO THE HARDWARE MERCHANT **No. 1**

What's
your



idea of the
JOBBER'S JOB?

Let's look around your store a minute:

1. How many different items have you? 1,000? 100,000?
2. How many manufacturers would you have to contact if you bought direct? 10? 1,000?
3. How many factory salesmen could you see in a day—and how many could drop in every two weeks—or oftener—for your Want Book orders?
4. And how many manufacturers would ship you a "twelfth of a dozen" at the low price?

The jobber earns his percentage. He makes it possible for you to carry a *representative* line. His business depends upon your business. And your business depends upon giving your customers dependable merchandise.

Check?

Many of these customers have their own ideas about what merchandise is dependable, but they will, as a rule, be guided by your recommendations. You, in turn, must be protected by the guarantee of a reputable manufacturer. Your customers think it is your job to give them a tool in this class.

Don't you think it's part of the jobber's job to give you what you ask for?



Ask for Collins Axes and other edged tools. There's 109 years' experience back of the Collins line — and a host of friends who will be glad to buy Collins from you.

If your jobber can't supply you, please let us know.

THE COLLINS CO.
COLLINSVILLE, CONN.
AXES • HATCHETS • BUSH HOOKS
HOES • PICKS • MATTOCKS



**BETTER
PLIERS**

● Klein Pliers are made for the man who needs or appreciates a remarkably fine tool.

From the careful inspection of the alloy tool steel made to the most exacting specifications—

Through the old craftsman methods of individual manufacturing and individual heat treating—

To the final steps of rigid inspection and testing, each pair of pliers that carries the Klein trademark represents the maximum in plier quality.

Klein methods viewed in the light of modern mass production are necessarily more costly.

On the other hand, for a man who demands a plier of Klein quality there is no way to produce it except the Klein way.

Mathias KLEIN & Sons
Established 1857 Chicago, Ill. USA
3200 BELMONT AVENUE, CHICAGO, ILL.

The Western Convention

(Continued from page 20)

have the substantial basis that comes from keeping the faith. Despite the fact that the drought, and other causes, have ruined crops in some localities, yet the improved buying power of agriculture was reflected in more purchases of farm equipment and hardware in 1935 than in any year since 1930. When factories work overtime it means an increased volume of business, and this increased volume has been absorbed. Your prospects today are brighter than they have been for several years, and this is evidenced by the confidence, and by the largest attendance of dealers we have ever had."

Other portions of Secretary Hodge's report stressed: the advantages of local clubs; touched upon the association's helpfulness; advised that progress was being made in inducing manufacturers to recognize the dealers with proper commissions when sales of whole implement units and repairs are made to municipalities and public institutions; urged further dealer cooperation in solving the foreign binder twine menace; called attention to the vast market being opened up for electrical farm equipment by the program of the Rural Electrification Administration; requested a continuance of efforts to influence all implement manufacturers to provide for a price differential for the service dealer; asked the government's cooperation in basing federal indices of wholesale farm equipment prices on more truly representative facts; sought the opinions of the membership on chain store legislation; recommended that members rely on easily available information in complying with the provisions of the Social Security Act, etc.

In completing his report, Secretary Hodge said: "Another year—other opportunities before us. Much of our success in the coming twelve months will depend on the fidelity with which we adhere to right methods of business and cooperative attitude toward our customers. The customer looks to you for guidance. You inform

him of the equipment that will enable him to till his acres most successfully. You furnish him the service that keeps his equipment operative. You discuss with him prices of crops and prospects for the future. The visits to your store are more valuable to him, your words are more often quoted by him than you realize. Let us determine that we shall be able to give counsel which will be helpful and worthwhile to those to whom we extend it. After all, nothing is more worthy than to help your fellow man. Life at best is short, and our record as businessmen, as neighbors, as leaders in the one occupation that comes closest to the farmer's life places on us an obligation that we cannot shirk. In the coming year may we give the best in cooperation, in service, in advice, and in counsel to our customers. Thereby, we shall reap a reward that is above mere material values—we shall prove ourselves good citizens in the fullest sense of the word."

As the first speaker at Tuesday morning's session, Fred H. Clausen of the Farm Equipment Institute, Chicago, had "Problems of Our Industry" as his subject. Mr. Clausen declared that the passage of the Wagner Bill, which involves the adoption of a 30-hour work week by industry, would mean an increase of 33 1/3 per cent in labor costs, which, in turn, would increase prices of farm equipment at least 20 per cent. He also enumerated seven points in support of his expressed opinion that farmers are now getting better values in farm equipment than at any time in history, and declared that more workers are at present employed at higher wages in the farm equipment industry than at any time since 1929.

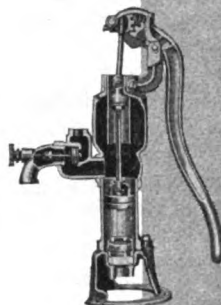
The final speaker at Tuesday morning's session was Guy D. Josserand, Copeland, Kan., vice-president, Kansas Farm Bureau, Manhattan, Kan., and treasurer of the Kansas State Board of Agriculture. With "Our Mutual Interests" as his subject, Mr. Jos-

MYERS *Cog Gear* HOUSE PUMPS *Operate 33 1/3% Easier*



Myers Cog Gear House Pumps have long held an enviable position in the pump trade for outstanding quality and performance. Neatly designed, attractively finished, easy to operate, and full capacity, they appeal to those who recognize real service values. Sales, too, carry a margin of profit not possible with most of the cheaply constructed house and pitcher pumps now being sold in some localities at profitless low prices.

Enjoy both the satisfaction of your trade and acceptable profits for yourself by selling Myers Cog Gear House Pumps exclusively. May we send catalog and prices? Write or wire.



THE F. E. MYERS & BRO. CO.
ASHLAND, OHIO.

PUMPS-WATER SYSTEMS-HAY TOOLS-DOOR HANGERS



RIVETS

*...you can sell
with confidence!*

The same high quality standard of T R & S Rivets we have maintained thru the years holds just as true today as always. Careful craftsmanship, long engineering experience, modern equipment—these factors guarantee the continuous, unfailing service of our products. Every T R & S Rivet is guaranteed perfect, is accurately drilled—drives easily, clinches smoothly and is not brittle. Remember when you sell T R & S Rivets you're selling the best!

TUBULAR RIVET & STUD COMPANY
BOSTON, MASS.

The largest factory in the world devoted to the manufacture of Tubular and Clinch Rivets.





Here's a *proved* fast selling profit maker. Sales have increased 200% and more every year for the past three years. It's the..



ATTRACTIVE and durable. A Beautifully nickeled on brass. Sells on sight. No bothersome installation. Just attach to hose and hang-up — indoors or outdoors — by patented self-adjusting bracket, as furnished.



Retail price \$1.00 with liberal dealer profit. Ask your jobber or write to us. Backed by real advertising program and plenty of sales promotion material.

The Schaible Foundry & Brass Works Company
1086 Summer Street
CINCINNATI, OHIO

serand declared that industry has no alternative except to work in closest harmony and cooperation with agriculture. He said in part:

"The farm deals primarily with two industrial groups—those who sell to him and those who buy from him.

"While the group that buys the farmer's products attempts to buy for as little money as possible and is more interested in its own profits than in a profitable farming industry, the reverse is true in the case of the manufacturers producing farm equipment and other commodities in the way of clothing and supplies the farmer consumes."

In explanation of this he said:

"Manufacturers selling to the farmer, either directly or through middlemen, find it necessary to have a profitable farm market for their output. It is natural that this group should ally itself with a program of organized agriculture and be sympathetic to the aims of organized farmers.

"The manufacturing industry profits when corn is 85 cents a bushel instead of 15 cents; when cotton is 12 cents instead of 5 cents; when wheat is \$1 instead of 35 cents. Authentic figures show that national prosperity means, first of all, farm prosperity."

Relative to the AAA Mr. Jossersaid said:

"The AAA program was patterned exactly after the methods used by industrial companies to supply what the markets would take—no more, no less. The only difference is we have 6½ million individually producing farmers while you (manufacturers) are all more or less under one roof.

"That is why agriculture must have the aid of the federal government in organizing itself to control its output the same as the manufacturers do. Here is how the manufacturers do it:

"From 1929 to the spring of 1933 production of agricultural implements dropped 80 per cent but the price dropped only 6 per cent. In that same period agricultural production dropped only 6 per cent but the average drop in prices was 63 per cent. Agriculture did the reverse of what manufacturers did.

"These figures are indisputable. They show that what agriculture needs is a means of organization to sustain prices after the manner of industry in order to be prosperous and translate its prosperity to industry."

Before adjournment of the Tuesday morning session past president

A. A. Doerr, Larned, Kan., offered the previously mentioned resolution which urged Congress to find some legal method of continuing a substitute program similar to the AAA. In another resolution later offered by the Resolutions Committee, and adopted by the association the government was urged to devise some legal method that will enable "payment to be made to farmers on all pending AAA contracts of the money which is rightfully due them."

Tuesday Evening

On Tuesday night several hundred men and women of the convention heard Louis J. Buisch, National Cash Register Co., Dayton, Ohio, address a group meeting in the Francis I Room of the Baltimore Hotel. L. H. Dunton, Arcadia, Kan., was chairman of the group meeting. Mr. Buisch stated that "the time has come for us in business to face the facts." He urged dealers to take inventories of their personal characteristics, the manner in which they spend their time, etc., actually written down in black and white with a view to improving their habits. He stressed the fact that one-fifth of the merchants are getting four-fifths of the business, and emphasized the necessity of utilizing modern merchandising methods. Planning for profit by budgeting and control was advocated by the speaker, who declared that in such planning margin is the first thing to think about. Emphasizing the importance of planning, Mr. Buisch quoted the following business axiom credited to John Wanamaker: "Too many retailers are sailing without charts and by the broken compass of chance." Many suggestions for more efficient retailing were also outlined. In completing his address he said: "Well managed small hardware stores can make as large a percentage of profit on their investments as large stores. The most successful merchants are those who plan for the coming year. If your store deserves more business, it will get it, but not through legislative action." As a finale, he asked the question: "Are you selling or repelling?"

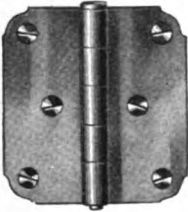
On Wednesday—Hardware Day—the first speaker was J. E. Woodmansee, treasurer, Richards & Conover Hardware Co., wholesale, Kansas City. Mr. Woodmansee had "Differentials, Preferentials and the Future of Independents" as his subject. He discussed many aspects of chain store competition and urged the association to give attention and thought "—not to chain store legislation, but to the unfair price ad-

GRIFFIN

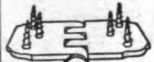
**No. 1730
THE GRIFFIN WROUGHT STEEL
PERFECTION SCREEN and STORM
DOOR SET**



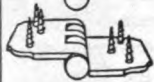
No. 730 Loose Pin Hinge with Button Tip is full surface. Length of joint 3 inches



Various Means of Application of No. 730 Hinge



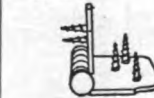
Flush



When Door is Thinner Than Jamb



When Door is Thicker Than Jamb

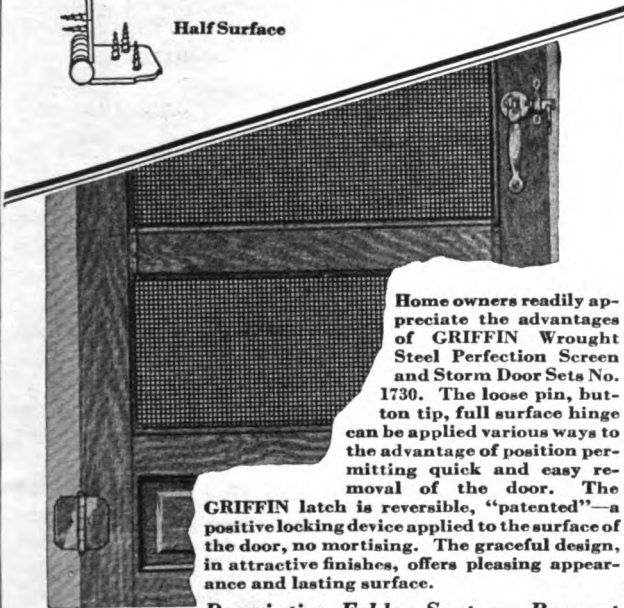


Half Surface

Improved design No. 830 Handle and Escutcheon with positive locking device. This latch is reversible.



No. 3 Coil Wire Spring and Hooks



Home owners readily appreciate the advantages of GRIFFIN Wrought Steel Perfection Screen and Storm Door Sets No. 1730. The loose pin, button tip, full surface hinge can be applied various ways to the advantage of position permitting quick and easy removal of the door. The

GRIFFIN latch is reversible, "patented"—a positive locking device applied to the surface of the door, no mortising. The graceful design, in attractive finishes, offers pleasing appearance and lasting surface.

Descriptive Folder Sent on Request

GRIFFIN
Manufacturing Company

ERIE, PENNSYLVANIA

MANUFACTURERS

Branch Offices and Warehouses:

NEW YORK: 45 Warren St.
CHICAGO: 162 N. Clinton St.

BOSTON: 113 Purchase St.
SAN FRANCISCO: 703 Market St.

It's New and
Women *"Go"* for it



It's
The DR-6 *Genuine*
Vitreous *Drip-O-lator*

This newest creation in vitreous china is a superb blend of the rich, colorful beauty of old ivory china and the polished brilliance of aluminum. The colorful floral decorations and labels make an attractive display. Order from your jobber. National advertising backs you up when you display the genuine Drip-O-lator.

an Enterprise product!

THE ENTERPRISE ALUMINUM CO.
MASSILLON - - - - - OHIO



THE PERFECT STRAIGHT-LINE NETTING

You can reduce inventory, speed up turnover, increase profits, by concentrating on these trade-marked poultry nettings from one dependable source.

U. S. STRAITLOK Netting—the original straight-line fabric—is first choice everywhere for building poultry runs. It stretches perfectly to wood or steel posts; requires no top-rail, no baseboard; saves time, labor and expense.

Made of Copper-bearing Steel Wire in one and two-inch mesh, Galvanized Before or After Weaving. Heights 12 to 2 inches.



THE PERFECT HEXAGON-MESH NETTING

U. S. HEXLOK Poultry Netting creates entirely new standards for hexagon-mesh fabric. More uniform, more rigid, neater in appearance, superior in service, this improved netting is easier to handle and sell.

It is available in all popular standard widths and weights, Galvanized Before or After Weaving; heights 12 to 72 inches. The one-inch mesh is made in three weights: No. 18, 19 and 20 gauge; the two-inch mesh in No. 16, 19 and 20 gauge; the one and one-half inch mesh, in No. 16 gauge. All wires are Copper-bearing Steel.

Ask your Jobber or write us for further information!

INDIANA STEEL & WIRE CO.
MUNCIE, INDIANA

vantages and concessions enjoyed by the national corporate chains. "He called attention to the growing volume of business enjoyed by chain stores, and expressed the opinion that such stores, within a few years, will account for one-half or more of the total retail volume. The advertising allowances and rebates granted to some of the larger corporate chains were mentioned in particular. He referred to the comprehensive price study, inaugurated in May, 1934, by his company. Of this he said: "Our price study convinces us that thousands of merchandise items are purchased and sold at lower prices by national corporate chains and mail order houses. Our price study also reveals that thousands of hardware items are regularly stocked and sold by independent dealers at prices competitive with the national chain and mail order houses. It is obvious, therefore, that all independents, as well as trade organizations must devote time and intelligent thought to the selection of merchandise which can be offered to the public on a competitive price basis. If this plan is consistently followed, those manufacturers who practice price discriminatory tactics will hesitate to favor one group over the other. The independent stores still do 65 per cent of the total volume." Mr. Woodmansee called attention to the three bills which have already been introduced in the House of Representatives to amend the Clayton Act, and to eliminate price discrimination. In commenting on the position of the wholesaler in the competitive situation, he outlined the obligations of such distributors and said that wholesaler's factory purchases are five times those of national chains. As a solution to the competitive problem Mr. Woodmansee suggested that wholesalers get together on their purchases, and he bespoke the cooperation of the wholesale house with which he is connected in carrying out such a plan.

E. B. Gallaher, treasurer, Clover Mfg. Co., Norwalk, Conn., and editor, Clover Business Service, Norwalk, Conn., made a short and informative address on "The Future of Hardware Distribution." He declared that the hardware dealer was mostly concerned with consumer and not durable goods, and stated that consumers will always buy values. The surest way to make competition, he said, was to maintain high prices. In order to bring about lower prices, Mr. Gallaher advocated mass buying by dealers

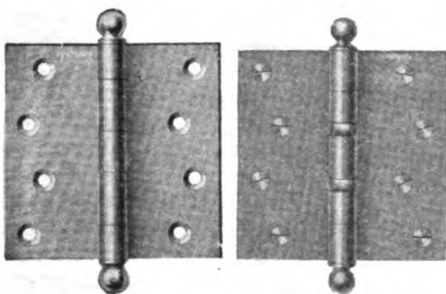
from wholesalers, in the group manner which has frequently been described in *HARDWARE AGE*, and which is now being used by a number of hardware wholesalers, under several different wholesaler-dealer group plans. Mr. Gallaher voiced the belief that, "What we need most is a self-starter for 1936," and after concluding his address he answered a number of questions asked by members in the audience.

Sam Zuercher, Wichita, Kan., reported as chairman of the Trade Relations Committee, and stated that progress had been made in a number of conferences held with hardware wholesalers with a view of bettering conditions for the dealer. Following this Mr. Zuercher conducted a brief open forum discussion.

At the final business session. Thursday morning, the first order of business was the report of the Resolutions Committee, which was presented by F. Ackerman, Sedan, Kan., who was later named president of the association. Of the 19 resolutions offered by the committee only one—that protesting the Eastman Water Carrier Bill, which is now before Congress—failed of adoption. After some discussion from the floor, it was decided to refrain from placing the association on record as being either for or against the measure.

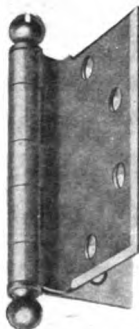
The 18 resolutions adopted: urged dealers to correct their own unethical and uneconomic practices before requesting wholesalers and manufacturers to correct theirs; recommended the appointment of a committee to promote the formation of local clubs; suggested four important ways and several others of lesser importance in which implement manufacturers could better assist dealers; recommended that no definition of an implement service dealer should be such as to embrace unqualified firms; urged manufacturers of power-driven farm equipment to provide their products with the best possible safety devices; approved of the advertising of retail prices by farm equipment manufacturers; advocated the dealer sale of American made binder twine, and requested prices to enable them to compete on this product; expressed the belief that it is unfair for manufacturers and wholesalers to sell governmental agencies at wholesale prices; voiced the opinion that the association membership should be increased; pledged support to legislation which would protect independent retailers from the unfair competition of chain stores; recommended

MCKINNEY HINGES



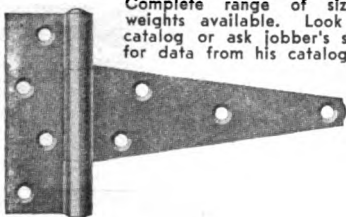
WROUGHT BUTT HINGES

Wrought Bronze, Brass and Steel Butt Hinges by MCKINNEY are fashioned in light, regular and extra heavy weight for interior as well as exterior use. All standard finishes available. Plain joints or bearings—optional.



WROUGHT STEEL HALF AND FULL SURFACE HINGES

The labor saving hinge for wood doors with wood jambs. Beveled leaf fastens to surface of door—only jamb leaf need to be mortised.



WROUGHT STEEL TEE HINGES

Complete range of sizes and weights available. Look in our catalog or ask jobber's salesman for data from his catalog pages.

WROUGHT STEEL HASPS

Sturdy—strong safety hasp—ideally suited for garages, barns, stables and implement sheds. Standard sizes available. Order from your jobber or write us.



MCKINNEY MANUFACTURING CO.

Main Office & Factory: Pittsburgh, Penna.

New York

District Offices

Chicago

San Francisco

Selling Points . . . Plenty

on "*Real Solid*"

BUCKEYE UTENSILS!

Here's How

POINT OUT



THE GUARANTEE AND GOOD HOUSEKEEPING SEAL
ON THE LABELS

Long Wear Assured

POINT OUT



THE TRADE MARK AND ADDRESS STAMPED ON THE
BOTTOMS

Customer Can't Lose on Her Purchase

POINT OUT



**20 GAUGE
6 QUART**

THE GAUGE AND EXACT CAPACITY STAMPED ON
THE BOTTOMS

Another Assurance of the Real Thing

POINT OUT



OTHER FEATURES

SPOUTS AND LIPS WELDED TO
BODIES.
PERCOLATOR HANDLES AND
ALL COVER KNOBS UN-
BURNABLE.
EXTRA STRONG TRIMMINGS
THAT WON'T RUST OR
WORK LOOSE.
EYE AND TOUCH VALUE THAT
APPEALS.

Appeals to Pride and Ownership

If you don't carry "Real Solid" utensils, ask for catalog and prices. If you're selling them now, tear out this page and practice these selling points for better sales.

THE BUCKEYE ALUMINUM CO.

WOOSTER, OHIO

*For Over a Third of a Century, Manufacturers
of Aluminum Cooking Utensils*

that dealers capitalize on the opportunity offered through the Rural Electrification program; deplored the unfair merchandising activities of some power companies, particularly in reference to leased appliances; urged that dealers accumulate a cash reserve for business emergencies; requested the Federal government to ascertain the true facts before publishing information on retail farm equipment prices; commended the work of the 4-H clubs; expressed appreciation of the membership for receiving the Clover Business Service; endorsed the ceaseless activity of the various farm group leaders and of Secretary Wallace of the U. S. Dept. of Agriculture in their vigorous and prompt endeavor to continue the rehabilitation program of agriculture by new legislation enactment; urged Congress to find some legal way to pay pending AAA contracts to farmers, and voiced appreciation of the five decades of work done by Secretary Hodge.

Election of Officers

Following the report of the Resolutions Committee the following officers were elected: President, F.

Ackerman, Sedan, Kan.; vice-president, Frank H. Spink, Kansas City, Mo.; directors for four-year terms: Sam Zuercher, Wichita, Kan.; Evan Knudson, Goodland, Kan.; Frank Stewart, Medford, Okla., and L. H. Dunton, Arcadia, Kan. Otis B. Landis, Abilene, Kan., was also elected a director to serve out the unexpired term of Frank H. Spink, whose term on the board expires in 1938.

After the election of officers an open forum discussion was conducted by past presidents Al. G. Wright, Arkansas City, Kan., and J. D. Reynolds, Carthage, Mo. During this open forum the following subjects were discussed from the platform, and from the floor: Price discrimination by manufacturers and distributors between chain and mail order stores and independent dealer. What is the experience of hardware and implement dealers with the sales tax? Chain store legislation. Can the chain store be legislated out of business? Price differential for the farm equipment service dealer, and manufacturers' and jobbers' direct sales to public institutions. All of these problems evoked a great

deal of interest and were the subject of considerable discussion.

At all of the business sessions, group singing was effectively led by Sam Zuercher, Wichita, Kan. Due to the illness of Past President Fred L. Taylor, Lyons, Kan., who has been an important member of the famous Western Peerless Quartette for many years, the popular singing foursome could not appear at the opening session. Mr. Taylor had also led the association in songs during recent annual conventions of the association. On the second and third days of the convention, Mr. Zuercher's brother was drafted to sing as a substitute for Mr. Taylor, and sang admirably. In addition to the Zuercher brothers, other members of the quartette were Clyde Bishop, Chanute, Kan., and Lynn Covert, Abilene, Kan., both of whom have been members as has Sam Zuercher over a long period of years.

Entertainment

The entertainment program at the convention included the annual banquet for visiting dealers and their ladies at the old Convention Hall. This banquet was served by the Hotel Muelbach with 1670 guests being served in the main arena. The event was arranged by the Kansas City Chamber of Commerce and the Kansas City Implement, Hardware and Tractor Club. J. E. Woodmansee was the toastmaster, and following the short speaking program, an elaborate program of vaudeville entertainment and dancing were enjoyed. For the entertainment of the ladies, a Style Show Luncheon was held Wednesday noon at the Emery, Bird, Thayer Dry Goods Company's Tea Room.

Official Boy Scout Felling Axe

This axe has been adopted by the Boy Scouts of America for heavy duty. It has a thin, deep cutting blade and a special driving face. The head has been widened to serve as a hammer. Maker states it is a well-balanced axe,



easy to handle and of bi-metallic construction with the entire blade forged from high-grade tool steel selected for its cutting qualities. Weight of head, 2¼ lb.; length, 28 in. Has two-tone handle; patent leather finish. Vaughan & Bushnell Mfg. Co., 2114 Carroll Ave., Chicago.

**STAR
MOLY**

hacksaw blades need no introduction. Good mechanics know the distinctive copper finish; know, too, that these blades—both power and hand—cut fastest, stay sharp longest and therefore cost less. That's why STAR outsells all others.

Exclusive distribution through Hardware and Mill Supply distributors protects your market, assures your profit.

CLEMON BROS., INC.
Middletown, N. Y.

17 x 1 1/4" - .065 - 10 TOOTH

U. S. PATENT NO. 1967050
ONLY THE ORIGINAL MOLYBDENUM HACK SAW BLADES ARE STAMPED

5867

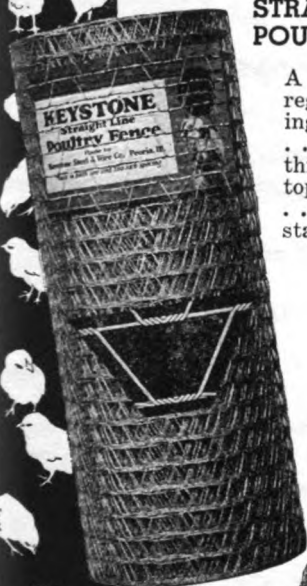
1936 Promises Big Increase in Poultry Raising!

Because of the decreasing supply of poultry and poultry products, 1936 is sure to see many new and old poultry raisers go in for poultry in a bigger way. Dealers who have a good stock of poultry fence and netting on hand will cash in on this business.

KEYSTONE

STRAIGHT LINE POULTRY FENCE

A leading seller . . . built like regular field fence . . . stretching strain taken by line wires . . . no bulging or sagging after this fence is stretched . . . no top or bottom boards required . . . looks neat and trim and stays that way.



HEXAGON NETTING

Low in cost . . . preferred everywhere for its better quality, its uniformity.

Keystone's line of poultry fences and netting includes every style and kind you may require. Let us send you our prices and catalog of complete fencing line.

KEYSTONE STEEL & WIRE COMPANY
Dept. P Peoria, Illinois



ILCO Universal Door Check affords absolute speed control through double regulation

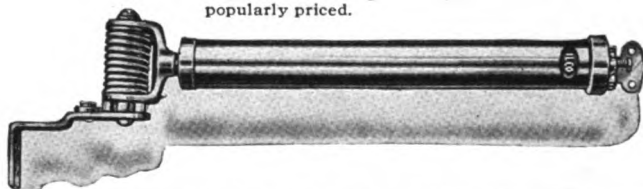
When a master-mechanic makes his choice there's a world of experience behind it—that's why so many carpenters choose an ILCO Universal Door Check. They know it's a smooth, tireless worker. And they know it's easy to install, right or left as needed, without any change in assembly.

An ILCO Universal can be regulated to any speed or combination of speeds — and your customer is sure of receiving the kind of service he likes.

For light weight inside doors, storm doors and screen doors, the ILCO Senior or Junior Closers give fine service. Easily installed, they have a large market among homeowners.

ILCO Door Checks are typical of the quality and value you will find in the ILCO line.

ILCO Senior Screen Door Closer, heavy construction throughout. A popular item popularly priced.



THE SYMBOL OF SUPREME
LOCK PROTECTION

**INDEPENDENT
LOCK COMPANY**
Fitchburg, Mass.



“Little Giant” Screw Extractors have established their position with the public. Their quality is known. Their very name, known to tool users for over 75 years, inspires confidence and makes them easier to sell. They are worthy protectors of your own reputation for quality.



This handsome lithographed metal display carries 33 extractors in the six best selling sizes. The display is free.



The small store can use this stand. Contains twelve of the best movers. Prices and sizes prominently shown.



New York: 15 Warren St.
Chicago: 611 W. Washington Blvd.
Detroit: 228 Congress St., W.

Going Up—The Standard of Living

(Continued from page 21)

tion: Has anything fundamental changed in the American character in the past six years? It would not seem so. Of course, we have had to deprive ourselves of a great many things we wanted but that seems only to have made us more avid for them. As soon as we can afford them, we shall buy them.

The motor-car has come to be the symbol of American living. Car production in 1935 has recovered to a total almost as great as in 1928. Some of the buying is traceable to the payment of Federal agricultural credits but, whatever the cause, it is apparent that the compulsion to buy the refinements of living is as strong as ever.

The volume and class of Christmas shopping was another indication of the readiness of the American people to resume living at its former standard upon the slightest encouragement, whether mental, moral or financial.

It needs only the further encouragement of a wise governmental policy toward business to start us on a cycle of producing new goods and of purchasing by a far greater percentage of the whole people. That means low-cost production in far greater quantities than ever, of goods everybody can afford.

As long as the spirit of our American system of enterprise continues to flourish, the standard of living will continue to go up.

The Service Hardware Store

(Continued from page 32)

who had become well off by paying attention to their sales, but I never had known one to get rich on the extra discounts he chiseled out of the jobbers' and manufacturers' salesmen. *He opens at eight, closes at six.*

"What brings in the most business to your store?" I inquired. "I mean, the most new business and new customers?" His answer surprised me. He said it was not show windows, or being a member of the Rotary Club, etc., but a circular he wrote and mailed to the residents of the community once a month. He said this circular called attention to seasonable goods, on which he frequently made special prices. He called this circular his best salesman.

The other day in some newspaper I read a most interesting article giving tips on painting. For instance, porch floors and the bottoms of wooden pillars are always rotting. The answer to this was that when the porch floor was being laid, the dovetailed edges of the boards should always be carefully painted before they are driven together and nailed down. Anybody, of course, can see the logic of this. The porch holds water. The water settles in the

cracks between the boards and whenever water settles, timber rots. This article on painting, probably gotten out by some paint house, would save homeowners a lot of money if they would only read it. Why does paint blister? Why does it bubble? All the answers are given in this article. Now why shouldn't information like this be sent by the hardware dealer to his community? It certainly would suggest to the householder that there was a hardware dealer in his town who carried paint, knew all about painting and could give him some valuable tips on the subject if he went there to buy his paint, and took care of that job that should be done as soon as possible.

Then there is the question of the condition of the earth in your garden. Of course you know that the earth goes sour. How can you make it sweet? Why should the women in your town order seed by the bag from faraway seed houses when you are right there to help them with their gardening problems if they will buy their seed from you. The answer, of course, is easy. They never hear from you.

Why not this spring have a



No. 2150 Adjustable 8 to 12 inches

No. 2150 as shown. Adjustable Frame, Nickel Plated. Black enameled handle with screw adjustment for tightening blade. Depth of frame 2 1/4 in., steel 3/4 in. wide.

No. 2151. Same as No. 2150 but includes one blade with each frame.



No. 2115 Adjustable Frame for Blades 8 to 12 inches

No. 2115 as shown. Adjustable Frame, Nickel Plated. Corrugated steel pistol grip with dull nickel finish. Wing nut adjustment for tightening blade. Depth of frame 2 1/4 in., steel 3/4 in. wide.

No. 2116. Same as No. 2115 but includes one blade with each frame.



No. 2175 Adjustable Frame

For heavy duty. Nickel plated—highly polished. Strong steel connection with double end adjustment giving maximum strength when frame is fully extended. Corrugated steel pistol grip, chromium plated. Wing nut adjustment for tightening blade. Depth of frame 3 1/4 in., steel 3/4 in. wide. No. 2176 same, but includes one blade with each frame.

They Save Blades—Users Save Money—Dealers Save Words

The blade saving feature on "Union" Hack Saw Frames gives dealers the *right material* to clinch sales. The adjustment for tightening holds the blade securely and keeps it tensioned just right. That is why

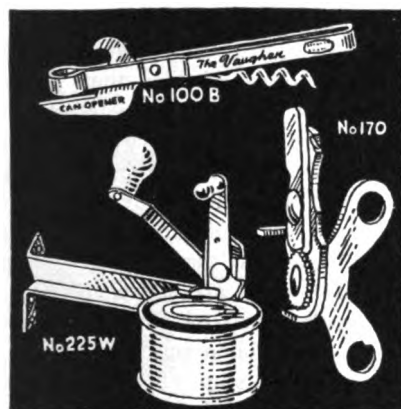
"UNION" HACK SAW FRAMES

reduce breakage—permit easier sawing and save blade money. Made in six patterns to meet all requirements of mechanics and home owners. Priced to retail profitably at *less* than most dealers and users suppose for such sturdy frames of tested quality.

Ask Your Dealer to Supply You



3 Fast-Selling, Quality Leaders from Vaughan's Complete Line of CAN OPENERS



Cash in on the demand for Vaughan's Famous Sales Leaders. For 25 years—high quality, uniformity and sustained national advertising has caused a consumer preference for these popular priced can openers. They sell fast . . . retailing for 5c. . . 10c. . . and 25c. and pay you a good profit. You can build a profitable business with these nationally advertised leaders.

Send for information and prices.

VAUGHAN NOVELTY MFG. CO., Inc.

World's Largest Manufacturer of Can Openers
3211-25 Carroll Ave. Chicago, Ill., U. S. A.



Every Grocer, Druggist, Gift Shop, Variety and Department Store has been waiting for this pencil to mark Cellophane packages

Your Customers need this "CELLOPHANE" Pencil

Check for Samples:

☐ BLACK ☐ RED ☐ BLUE ☐ GREEN

Name _____

Address _____

City _____

State _____

Blaisdell PENCIL COMPANY, PHILADELPHIA

FIRELINE

Repairs CRACKED FIREPOTS

Any housewife can line her stove or range in a few minutes with FIRELINE for it comes ready-mixed... like putty, can be easily molded to any thickness. It repairs broken fireboxes indefinitely. Guaranteed not to crack, fuse or spall.

Do not confuse FIRELINE with smear-on stove "linings." FIRELINE is a refractory material of the type used in industrial ovens to increase combustion efficiency.

FIRELINE STOVE & FURNACE LINING CO.
1859-A Kingsbury St., Chicago

Write for
FREE
SAMPLE



(Copr. 1935, Plitbrick Jointless Firebrick Co.)



This Display Sells Tape

THE New Slipknot All-Metal Automatic Salesman, with Stock Bin, holds 48 rolls assorted of fast selling Friction Tape, to retail at 5, 10, 20 and 35 cts. per roll. This tape is extra adhesive—can't dry out—has greater tensile strength—edges can't ravel. Will double and treble your tape sales.

Also SLIPKNOT Double Wear RUBBER SOLES on Colored Cards with Cement. Finest quality rubber. All sizes. Sold through Jobbers. Write for details to—

PLYMOUTH RUBBER COMPANY, Inc.

Largest Rubberizers of Cloth in the World
100-200 Revere St. CANTON, MASS.

prize contest in growing flowers or vegetables among the school children of the community. Why not supply a small envelope of seeds free. Why not run a show window along with the prize contest. In my own experience nothing in the world interests children more than the growing of plants. Haven't you ever seen them pull up a radish, look at it carefully to see how it is coming along, and then plant it again. One of my earliest recollections is how much radishes will stand and still come to maturity.

Then there is another problem. Many commuters have tall chimneys painted white. Then they put in an oil burner, sold by an agent, not by the retail hardware dealer, and when the oil smoke goes up the chimney and runs over it soon ruins the nice white chimney and it looks terrible. But there is a way to stop that. Did you ever walk around town, look at some of these oil burner chimneys and then get up a circular and send it around telling how to stop it? That would call attention to the service of your store.

And now to get back to a subject on which I am nutty, safety in bathtubs. I continue to read of serious and fatal accidents to people trying to take a bath or a shower. A bathtub can be made safe. Plumbing houses get out pamphlets on the subject. Suppose the retail hardware dealer would send out a pamphlet in which he tells the entire community that he is tired of reading about bathtub accidents and desires to save the lives of his neighbors. This might start a wild rush to the hardware store to find out just how to make the world safe from bathtubs!

Here is an extract from a letter written to me by a young hardware dealer:

"Having read your book 'Forty Years of Hardware' many times and all of your articles in the *HARDWARE AGE* I sort of feel as if I were really acquainted with you. A few years ago I wrote asking you the advisability of a young man running a retail hardware store and you very courteously answered my letter. Today I find myself the part owner of a hardware store here in the capitol city of New Hampshire.

"When I think of the advantages the big chains have with special prices from two-faced manufacturers and plenty of capital to work with I stop and wonder if all this effort is in vain. And then I think of the many loyal friends we make throughout the year and our privilege to make quick and advantageous decisions without permission from New York or Chicago and then the world seems brighter.

"The heading of your article in the January 2d issue of *HARDWARE AGE* was my reason for writing you. At one time the retail hardware store catered to the various contractors, painters, plumbers and electricians. Today due to the wholesaler reaching out for more volume, these customers buy goods at the same price the retailer pays.

"We have builders' hardware, paints, plumbing supplies and electrical supplies. Why couldn't we have a carpenter, a painter, a plumber and an electrician either in our employ or subject to our call. The store would advertise complete service to the home owner, making many contacts for customers on other store items. Profit would be realized on the service and the supplies would be bought from our stock, thus greatly increasing our volume without hurting our regular over-the-counter service. Even a housecleaning service could be included in this plan.

"You wrote just enough in your article to lead me to believe that we both have similar plans in mind."

In conclusion, let me suggest, if your business is not doing as well as you would like, that you try the service idea. The retail hardware store in every small town should be the regular fire department for telephone calls on all sorts of householders' problems. However, if the resident does not know you are there, if he has never heard of you, whom have you to blame but yourself if he does not stop off at your store on the way down to his train in the morning or on his way home at night. Of course, in some of the towns I have visited he could not stop on the way home as the hardware store is closed for the day. But now that so many commuters do not work on Saturday and actually stay home on that day, Saturday should be a great day for the local hardware merchants to get acquainted with their fellow townspeople.

The 1936 Stearns Power Mower Sensation

A STEARNS power lawn mower
(18" cut) to retail at \$74.50. **\$74.50**
Pneumatic tires \$7.50 extra.

A simple, dependable item of merchandise without tricky, complicated mechanism. Will be advertised in 8 of America's leading national home and garden magazines. Our liberal discounts offer you a big profit-making opportunity for 1936.

Ask your jobber or
write us for details

Four other
models from
18" to 27"
cut.
Prices from
\$94.50 to
\$235.00



E. C. STEARNS
& CO.
Syracuse, N. Y.

SELL THE CAN

with the

"HANDY-GRIP" CAP

EAGLE

Gasoline and Oil

CANS

have this

exclusive feature



The dealer selling Eagle Gasoline and Oil Cans has the advantage of selling a can with a special cap which never sticks. Easy to put on—Easy to remove. All sizes have wide mouth filler openings. For easy identification, oil cans are decorated in blue, gasoline cans are all red enameled. Write us for complete details of these "special feature" cans and name of jobber stocking them in your territory.

EAGLE MANUFACTURING CO.
Wellsburg, W. Va.

Here's the answer

to profitable repeat sales. Sell your customers these high standard, dependable assembly units that meet the most exacting requirements. Precision-made of highest grade materials, HOLTITE Products have strength far beyond ordinary demands. Stock the complete line—there's a HOLTITE Product for every purpose. Furnished in all finishes.

Sold through Hardware Jobbers

CONTINENTAL SCREW CO.

| | | |
|---|--|--|
| SOUTHERN BRANCH 1421 Fort Street Chattanooga, Tenn. | Office & Factory NEW BEDFORD Massachusetts | WESTERN BRANCH 6529 Russell Street Detroit, Michigan |
|---|--|--|

FOOTPRINTS LEAD TO PROFITS

But whether home owners walk or ride you can get them to your store by informing them how cheaply and easily they can finish their own floors, with our modern Floor Sander which requires no experience to operate. A single machine will develop in excess of \$60.00 per month in rental income on an investment less than many dealers suppose. Our

SPEED-O-LITE

Floor Sander

May be had on time payments as low as \$10.45 per month. Its average earnings produce enough income to show a handsome profit in excess of time - payment requirements.

Sales Helps FREE We furnish you with Window Displays and Mailing Folders which bring business. *Mail the coupon.*

Lincoln-Schlueter Floor Mach. Co., 212 W. Grand Ave., Chicago, Ill.

Please send us full information covering the new SPEED-O-LITE SANDER. ☐ Interested in time payment plan.

Name

Address

City State

LUFKIN

TAPES - RULES PRECISION TOOLS

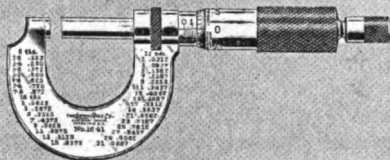
**Mr.
Hardware Dealer**

Are You Selling

LUFKIN

PRECISION TOOLS

to the Industrial Trade
in Your City?



They are first choice where
QUALITY and **PRECISION**
are considered.

13,400 Factory Executives
requested catalogs of Lufkin
Precision Tools at the recent
Cleveland Machine Tool Show!

These men are
your customers.

They will specify
Lufkin Precision
Tools.

Can You Serve Them

THE LUFKIN RULE CO.

SAGINAW, MICHIGAN, U.S.A.

NEW YORK
106-110 Lafayette St.

Canadian Factory
WINDSOR, ONTARIO

Federal Loan Plans and Industrial Equipment Market

(Continued from page 58)

and factory construction materials.

Under amendments to the Federal Housing Act approved on May 28 industrial and commercial loans up to \$50,000 are permitted for the modernization of equipment as well as buildings. The Act, at the same time, was prolonged by amendment from the original expiration date of Jan. 1, 1936, until April 1, 1936. The new regulations, as they affect loans to industrial concerns are:

Advance Credit

"An advance in credit in excess of \$2000 but not in excess of \$50,000 must have been made for the purpose of (1) repair, alteration, or improvement of real property already improved by, or converted into, apartment or multiple family houses, hotels, office, business or other commercial buildings, hospitals, orphanages, colleges, schools, or manufacturing or industrial plants, or (2) the purchase and installation, in connection with the foregoing types of property of such equipment and machinery, with or without any structural changes in the buildings, as are peculiarly adapted to the business conducted therein or necessary in the operation thereof."

It is estimated that throughout the country there are, according to the latest available Census figures, 141,776 manufacturing establishments that have thus been made available for credit advances for modernization and repairs. In the loans made for the purchase of equipment, strictly portable items, such as unattached bench tools, are not eligible. However, a connection of an item by wire, tube, hose, or flue is considered attached and permanently installed and therefore qualifies under the regulations.

Direct Loans


Direct loans to industry for the purpose of maintaining or increasing employment are also be-

ing made by Federal Reserve Banks, as well as the Reconstruction Finance Corporation. Of the \$580 millions made available for such loans more than \$150 millions have been loaned since the funds became available on June 19, 1934. In an indirect manner, these employment loans to industry are also assisting in bringing about a revival of the industrial equipment market.

Another measure to aid industry is now awaiting the consideration of Congress. This bill known as H. R. No. 8250, as introduced on June 21 by Representative Chauncey W. Reed, of Illinois, provides for the creation of an Industrial Loan Corporation, and embodies features of the Morris Plan. Its objective is to provide a means whereby small industries may obtain financial assistance from their local banks. Representative Reed is of the opinion that existing measures do not provide the smaller, sound industrial concerns with the long-term credit facilities they require. Under the provisions of this proposed measure, the Industrial Loan Corporation would have a capital stock of \$1,000,000,000, and would be empowered to make loans not exceeding \$500,000 each, which must mature on or before the expiration of five years.

Goodrich Tractor Tire Encyclopedia

A 32 page "Farm Tractor Tire Handbook" of interest to manufacturers and dealers of farm equipment has recently been published by the B. F. Goodrich Co., Akron, Ohio. The booklet has as its object the distribution of information concerning advantages of rubber tires on farm power units in agriculture and transportation of agricultural products. Results of state agricultural college tests are reviewed. The volume is illustrated and contains five pages of tire data and specifications, load and inflation tables, and tractor tire and wheel specifications, as well as instructions on wheel weights and servicing low pressure tires in the field.



A SOLID STEEL CASTING ROD

Under \$1.00

THE ROD which amazed the tackle market three seasons ago, and which has been selling in constantly increasing volume ever since. Made of exclusive grade hi-carbon oil-tempered steel, it cannot be compared with other low-priced rods for toughness, resiliency and workmanship. See and compare Premax before buying rods. Price 50c up. Each an astounding value in genuine satisfaction. Ask your jobber or write for Bulletin H.

PREMAX SALES DIVISION, Chisholm-Ryder Co., Inc., Niagara Falls, N. Y.

Year Round Profits from WATERPROOFING!

Winter Snow and Slush—Spring Rains—the seasons when this new kind of Clear Waterproofing sells best.

RAINY DAY

WATERPROOFS Clothing, Shoes, Hi-Tops, Waders, Tents, Tarps, and Auto Tops—No Grease, No Oil.

Anything made of cloth, canvas, leather, or wood can be made waterproof *instantly!* Every farmer, every sportsman, every business, every home (particularly with children) has dozens of uses for RAINY DAY! Easy to use; shuts out water, but does not stop up pores or keep out air. Increases life of material; makes leather soft and pliable.

Order from your jobber or direct if he cannot supply you. Attractive Sales Helps. Complete information upon request.

PROTECTION PRODUCTS MFG. CO.
7436 Second Ave., Detroit

Nationally Advertised in Popular Mechanics and Popular Science Monthly




PRICED RIGHT!

Quarts Pint Shoe-Size
\$1.25 75c 25c


**CAN A HOLE HOLD WATER?
FIND OUT**

Novel demonstration sent free. If it sells you, it will sell your customers!



Pardon me for butting in: I'm looking for some additional lines to represent. Know where I can find any good ones?

Certainly! You'll find many good accounts advertising under the heading of "Sales Representatives Wanted" in the Classified Section of **HARDWARE AGE**. Read the ads in every issue and you will be reasonably sure to find the kind of a line you want.



TWO BIG PROFIT-MAKING FREE DEALS

CYANOGEN
CALCIUM CYANIDE

FREE DEAL No. 1

5—1-lb. cans CYANOGEN A-DUST cost you \$2.50
1—1-lb. can CYANOGEN A-DUST FREE .00
Total Cost \$2.50

FULL RETAIL VALUE—\$4.50 OVER 44% PROFIT!—Your Profit on this Deal, \$2.00

FREE DEAL No. 2

10—1/2-lb. cans CYANOGEN A-DUST cost you \$3.00
2—1/2-lb. cans CYANOGEN A-DUST FREE .00
Total Cost \$3.00

FULL RETAIL VALUE—\$5.40 OVER 44% PROFIT!—Your Profit on this Deal, \$2.40

THIS OFFER GOOD FOR DELIVERY

March 1st to April 30th, 1936

Every alert hardware dealer should take advantage of these CYANOGEN FREE DEALS.

CYANOGEN—a gas-producing powder—INSTANTLY KILLS rats, moles, gophers, prairie dogs, ground squirrels—woodchucks (groundhogs) and other burrowing pests, also ants and many insects.

ORDER FROM YOUR WHOLESALER TODAY

AMERICAN CYANAMID & CHEMICAL CORPORATION
30 ROCKEFELLER PLAZA NEW YORK, N. Y.

IT'S THE GAS THAT KILLS 'EM

CYANOGEN
CALCIUM CYANIDE

THE UNIVERSAL PEST DESTROYER

ARMSTRONG

Tools for Home Workshops

ACE

Lathe Sets



3 Turning Tools
2 Cutting-off Tools
Knurling Tool
Boring Tool
Threading Tool
with High Speed
Steel Cutters and
Blades, and 2
Wrenches in Fit-
ted Steel Case.

Does Every Lathe Operation

The ACE Set provides the proper tool for every metal-cutting lathe operation. Designed and manufactured by ARMSTRONG, makers of the lathe tools used in over 96% of the machine shops and industrial plants, ACE Tools far surpass in quality and finish those ordinarily sold for home workshops, still are priced to meet all competition.

Priced to meet all competition

Sold by hardware stores everywhere, individually or in the Lathe Set — ACE TOOLS can make you "Homecraft Headquarters" in your community. Display them prominently. Invite comparison. They will sell themselves and your store.



Write for Counter Circulars
ARMSTRONG BROS. TOOL CO.

"The Tool Holder People"
314 N. Francisco Ave., CHICAGO, U.S.A.
New York Sales Office: 109 Lafayette Street

Russell Sells the Factory

(Continued from page 60)

In the accompanying illustration, showing one of the Russell new products clinics in progress, the line being studied by the company's industrial and automotive department heads and salesmen happens to be an automotive line, but the same practice is followed with industrial products. Many factories and other industrial concerns in the company's territory operate large fleets of trucks and cars, and often maintain their



ROBERT H. RUSSELL

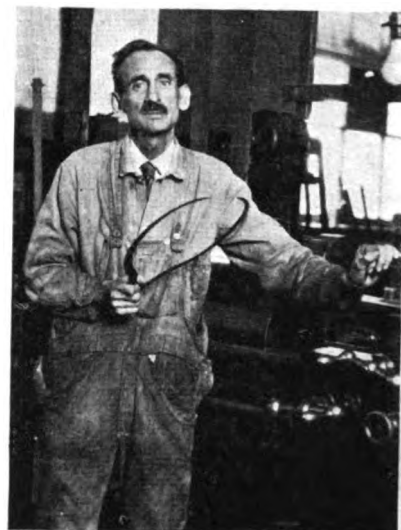
catering to factory trade, and has since continued to actively develop the industrial market. Meanwhile, the wholesale and retail hardware and the automotive departments have become very important, and integral parts of the business.

Robert J. Russell, who now manages the business, is a past president of the New England Hardware Dealers' Association and of the Western Massachusetts Hardware Association, and has regularly and actively participated in the annual conventions of the former organization. He has also frequently attended and participated in the conventions of the National Retail Hardware Association and the National Supply and Machinery Distributors' Association. A younger brother, Stuart A., assists in the management of the company. The firm has 70 employees. Department heads are: Miles Stray, in charge of Industrial Sales; Hi Chaffee, in charge of Dealers Sales, and Lou Beushausen, in charge of Automotive Sales. Unusual facts about this trio of department chiefs are that their average age is about 40, and that all three have had about 15 years' experience in the lines which they now supervise.

own repair shops. Russell salesmen in their calls on such industrial establishments can thus, on one visit, solicit orders for both mill and automotive supplies. Naturally other regular outlets for both lines are also regularly visited.

In the company's latest catalog effective use was made of a picture showing a Holyoke factory machinist who has purchased the tools of his trade from four generations of Russell's. This customer has been waited on by Joel, Robert, Henry L., and Stuart A. Russell. This human interest idea made an interesting feature in the catalog and one which could not fail to impress prospects with the company's stability and standing. The picture is shown with this article.

Holyoke is an important industrial center having many textile and paper mills in addition to factories producing a widely diversified assortment of products. J. Russell & Co., Inc., was founded in 1848, as a tool house



This Holyoke, Mass., machinist has purchased his hardware, tools, and factory supplies from four generations of the Russell family.

HOTEL
CHAIN

● Expressing Philadelphia's ultimate in modern appointments and guest comfort.

1200 OUTSIDE ROOMS
1200 MODERN BATHS
RATES BEGIN AT \$3.50

"PHILADELPHIA'S MODERN"
LARGEST UNIT IN UNITED HOTELS

BENJAMIN FRANKLIN HOTEL PHILADELPHIA
Samuel Earley, Mgr.



SUPER APEX

has a zinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point.

THE LIFE OF SUPER APEX

in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

**STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS
ANTIQUE BRONZE — ALUMINUM**

HANOVER WIRE CLOTH CO.

HANOVER, PENNSYLVANIA

SASH CHAIN



Chain—Jack, Safety, Ladder, Register, Furnace.

Screws—Wood, Drive, Coach, Machine, Cap, Set, Thumb, Lock Cap, Knob.

Bolts—Stove, Tire, Sink.

Nuts—Semi-Finished, Machine Screw, Acorn Cap.

Escutcheon Pins.

THE CORBIN SCREW CORP.

THE AMERICAN HARDWARE CORPORATION, SUCCESSOR
NEW BRITAIN, CONN.

Warehouses:
New York Chicago
Philadelphia



SURE-GRIP



HOSE CLAMPS

"Sure-Grips" are the most dependable hose clamps made. They have no raw edges to rust or corrode because they are galvanized after all the machining operations are completed. There is a "Sure-Grip" to fit every hose.

Special clamps made to order.

Ask your jobber—or write direct.

J. R. CLANCY, Inc.
Syracuse N. Y.



WASHERS

"The Most Complete Line in America"

EVERY TYPE • EVERY MATERIAL • FOR EVERY PURPOSE

Standard Washers
S. A. E. Washers
Riveting Washers
(Rivet Burrs)
Square Washers
Light Steel Washers
Machinery Bushings
Carriage Washers

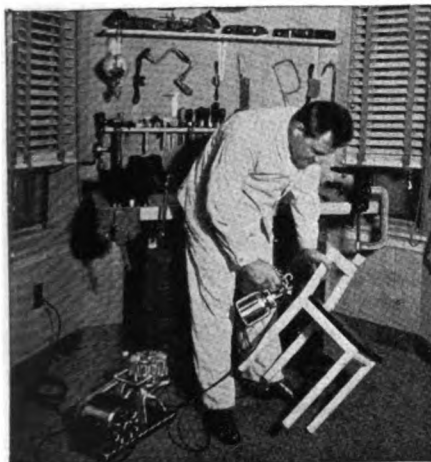
Brass Washers
Countersunk Finishing
Washers
Malleable Iron Washers
Split Repair Washers
Fibre Washers
Expansion Plugs

And Every Other Known Type

WROUGHT WASHER MFG. CO.

"The World's Largest Producer of Washers"

MILWAUKEE EST. 1887 WISCONSIN



SPEEDY PAINT SPRAYER

View of Speedy Paint Sprayer No. 850 in workshop of the Model Home of America, Atlantic City. Professional type electric spray equipment listing as low as \$20 and \$14. Others \$5.00 and up. Auto power sprayers list from \$2.60 up. Speedy sprayers are professional type for all general painting, varnishing, etc. Low cost makes selling easy. Built right for long life.

Dealers: Write for complete details, prices and discounts.

ELECTRIC COMPRESSOR OUTFITS

LIST AS LOW AS

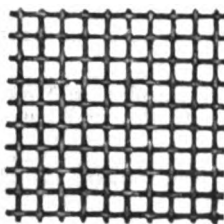
\$20 and \$14

COMPLETE
(without motor)

W. R. BROWN COMPANY - 2014 N. Major Ave. - CHICAGO

RUST RESISTING

Many a hardware cloth has gone down to the "grave" and is labeled RUST on the "tombstone." Not so with WICKWIRE



8 x 8 mesh

GALVANIZED HARDWARE CLOTH

It is "long lived" because made from Open Hearth Copper-Bearing Steel which *resists rust* much longer than ordinary steel. It is also Galvanized by a method which insures *added protection* and gives it a *durable and attractive finish*. Even inch widths 12 to 48 ins. Standard and special grades. Sell it with confidence.

Ask your Jobber for Prices

STEEL PRODUCTS

"NATURAL GAS now used in our furnaces produces very low sulphur steel which, together with a copper alloy, reduces corrosion."



AT YOUR SERVICE!

THE "Who Makes It"
Editor will be glad to help you in your search for the name of the manufacturer of that product you are interested in.

If you do not find it or its trade name listed in the current Directory Number, in all probability it has been incorporated in the revised listings that are being prepared for the next issue of the Directory Number. Many such changes are being made daily and the listings brought up to date.

If your current Directory does not give you the information you seek, write the "Who Makes It" Editor. He's at your service!

HARDWARE AGE

239 West 39th Street New York, N. Y.
A.B.C. — Charter Member — A.B.C.

Greeting Cards Bring Traffic

(Continued from page 26)

used for each different class of card, viz: • birthday, wedding, mother's day, Christmas, etc. Soon this hardware store carried over 200 different varieties of cards. And the stock turnover amply warranted the space and time devoted to this unique hardware line.

Then one day Mr. Cowperthwaite noticed how customers congregated around the open card displays in large department stores. This set him to thinking. That night he went to work with rule and pencil. Within a week he had built a neat display rack out of wall boarding, with individual sections for each variety of birthday cards.

When this open display was put in use, it was soon apparent that the customers invariably preferred it to the albums. At the same time the open display could be used by several patrons at the same time. And as an advertising medium for cards, there was no comparison.

In a short time Mr. Cowperthwaite had two rows of home-made racks running nearly half the length of his store. And during a peak season his stock has consisted of 650 differently designed cards. People from many of the neighboring towns made this hardware store their card headquarters, even preferring this local offering to those of the large

stores in nearby Philadelphia.

The holding of this enviable card trade has demanded considerable work and foresight. There is the continuous search for new and up-to-date varieties. Seasonal trends demand fresh and elaborate displays. Thus with the approach of Easter, Easter cards must be given the best display location, and the stock on hand must include a wisely selected variety of modern and old-fashioned types of cards, to satisfy the tastes of young and old. Humorous verses and drawings must supplement the more serious; sentimental the strait-laced. Then there must be stamps, and pen and ink available for the last minute rushes.

A well known display of cards attracts an endless flow of patrons to a store. Which is one of the main reasons Mr. Cowperthwaite is so interested in maintaining his card stock. Not only is there a good profit in the card business itself, but it brings a steady stream of customers, many of whom would otherwise seldom enter a hardware store. And to get to the cards they must run the gauntlet of hardware displays—housewares, garden appurtenances, or whatever the season demands.

Thus it is no enigma that with the Cowperthwaite card display came a very gratifying increase in Cowperthwaite hardware sales.

Factory Selling

(Continued from page 64)

lights and all the rest? Every man who sails a little tub must have these things. But as far as my experience goes he has to jimmy the door and break into a retail hardware store to get in and get them.

A Profitable Field

The section of this issue of **HARDWARE AGE** is devoted largely to *Factory Selling*. Here is a field that in many cities the retail hardware dealer has just let slip through his fingers. The trouble,

in my judgment, is the retail hardware dealer has not taken the time and trouble to call on the factory buyer. When he has called the buyer has put him up against a few low prices from jobbers and retailers and the dealer instead of putting up a fight just lies down and takes the count of ten. As I have written before in this article the sympathies of the factories are almost entirely with the local retail dealer. He would be glad to give him the business, but naturally you cannot get the business

YEARS AHEAD IN QUICK DRYING! IN EASY SPREADING!

Nothing yet developed in wood pastes compares in these important features with the amazing
NEW IMPROVED

WOODFIX

nor in its remarkable freedom from the pronounced shrinkage so common with ordinary woodpaste. Contains no nitrocellulose. Absolutely waterproof. Sands, planes — takes all finishes. 10c to 75c and larger. Steady repeats — order from your jobber NOW.



Jobbers—write or wire for discounts

SHEFFIELD BRONZE POWDER & STENCIL CO., Inc.
3000 Woodhill Road, Cleveland, Ohio

Silver Lake Sash Cord

GUARANTEED FOR 20 YEARS

Identified by the name **SILVER LAKE** stamped on every foot of cord.

EDDYSTONE—a superior sash cord long wearing and of high quality.

PELHAM—guarantees satisfaction.

NuCORD—a medium priced sash cord.

BENGAL—a good competitive cord.



Self Display Carton

TUBEHANKS

our exclusive Put-Up

Silver Lake Co.
99 Chauncy Street,
Boston, Mass.

TROWBRIDGE GRAFTING WAX

"Best since 1850." The leading Hand or Brush Wax for grafting, budding and trimming of all fruit, ornamental trees, shrubs and vines. Also for painting tree cuts and bruises. New ¼, ½ and 1 lb. pkgs., also 5 and 10 lb. containers. Ready, profitable seller.



Treekote Emulsion

The new and efficient tree wound dressing, pruning and grafting compound for all types of tree wounds. Also protects trees from insects and fungi. Applied cold. Not affected by hottest weather. Economical. 1 pt. to 5 gal. cans. Write for Prices.

Walter E. Clark & Son

Milford

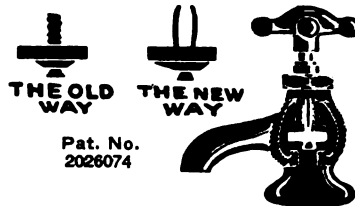
Box E

Conn.

NEW IMPROVED FAUCET WASHERS

The EASY-TACH

Just push in—no tools needed. Avoids broken and corroded screws.



Pat. No. 2026074

Put up 6 Super-Quality Beveled Rubber Washers and 4 patented Washer Holders on a Display Card—to retail at 10c per Card.

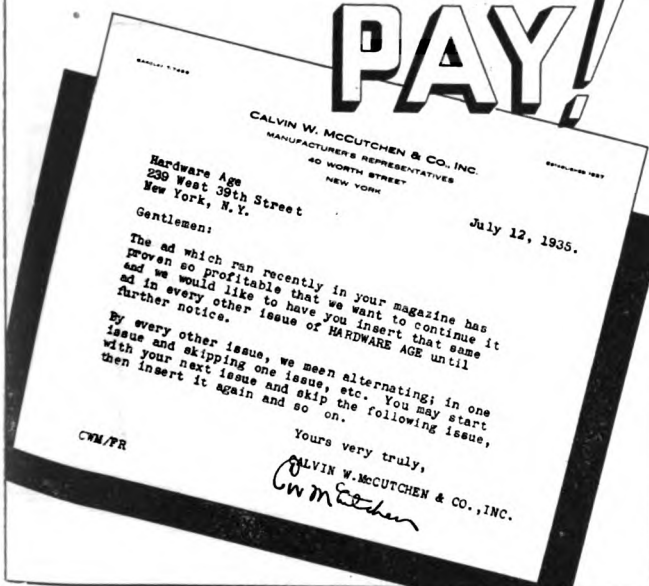
Samples sent upon request

KEYSTONE BRASS & RUBBER CO., 811 Chestnut St., Philadelphia, Pa.

RESULTS COUNT

Classified ads in
Hardware Age

PAY!



The Heavy Duty Wrench

The unbreakable ALL-STEEL Coes, the wrench men use on work that puts ordinary wrenches "Out of commission." Built with the "Strength of Gibraltar" for severest service outdoors or indoors. A good seller for heavy duty. 7 sizes: 6 to 21 ins., incl.

Ask your Jobber.

BEMIS & CALL CO.
Springfield, Mass.



MORE SOLD

More Good Luck Jar Rubbers are sold than any other kind. Used by experts and home canners for 20 years. Highest quality jar rubber made. Nationally advertised. Excellent profit. Big repeats. 10c a doz. Two gross (24 cartons) in full color display container.



GOOD LUCK Jar Rubbers
With the BIG handy lip

BOSTON WOVEN HOSE & RUBBER CO., Cambridge, Mass.

BURDEN
Horse & Mule
Shoes

Hand puddled
bar iron and
iron rivets


BURDEN IRON COMPANY
TROY, N. Y.



The Original
"HORSESHOE MAGNET"
HAMMERS

Steel Forgings, Perma-
nent Magnets. The best
magnet hammers on the
market. Give long and
satisfactory service. The
Hammer holds the tack.

ARTHUR R. ROBERTSON
Sole Manufacturer
596 Atlantic Ave., Boston, Mass.



GOOD SOLDER
is easier to sell—it makes
satisfied customers.
Gardiner Acid-Core Solder is
made of the best materials and
is of uniform high quality.
Packed in handy household
packages and in 1 and 5-lb.
spools.
And because of modern pro-
duction methods Gardiner
Solder actually costs less than
even ordinary solders.
Your jobber can supply—
order it by name.

Gardiner
METAL CO.

4821 So. Campbell Ave., Chicago, Ill.



KEY BLANKS
OF ALL KINDS




Catalogue on Request
GRAHAM MFG. CO.
Dept. W.
Derby, Conn., U. S. A.

COOK'S Gem NAIL CLIPPERS

The "Ansonia"
Good looking, thoroughly
dependable clipper re-
tailing at 10¢! Smartly
designed counter card
comes loaded with 12,
and sells them. At your
jobber's. Catalog price
sheet on request.

The H. C. Cook Co.
Ansonia, Conn.



13 days—
before date of issue
is the closing date
for the classified ad-
vertising section.

if you do not get up and go out
after it.

The amount of factory buying
in tools and other items in the
hardware business is enormous.
Of course, some of this business is
so large that the average retail
dealer cannot handle it.

But, on the other hand, in every
local manufacturing establishment,
in every other local business, there
is constant use for hardware ar-
ticles. These articles are frequent-
ly bought in very small quantities
and there is no reason why the
retail dealer cannot get the busi-
ness if he will go after it.

For instance, when the writer
was in the drug and chemical
manufacturing business we used
very large quantities of hardware,
not only tools but machine sup-
plies, leather belting, and all in
all we bought so much hardware
that we organized a regular sup-
ply department supplying the
various departments of our fac-
tories with its needs and the work-
men with their tools. In Perth
Amboy, N. J., in the rebuilding of
a factory there, our purchases for
hardware alone were from \$10,000
to \$12,000 per annum. We gave
this business to a local hardware
store which gave us excellent ser-
vice. This firm had a salesman in
our factory every week and looked
after our business in great shape.
We might have saved some money
by buying from manufacturers

direct, but we were so busy putting
up the factory in a hurry and we
needed the goods immediately on
the spot, so we did very little fac-
tory buying.

Recently our office has had oc-
casion to make a survey of hard-
ware buying covering the whole
United States. Many of the rec-
ords upon which we have worked
were obtained in Washington from
the Department of Commerce or
from the Census Bureau. When we
studied this problem of factory
buying we were surprised at the
changes that have taken place in
this country in the last 25 years.
The retail trade has lost a very
large part of this business and
they have lost it, so it is reported,
because they had not been as ag-
gressive as manufacturers and job-
bers in going after the business.

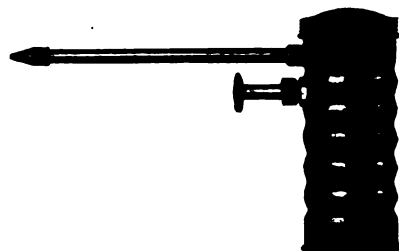
Outside Selling Job

The whole point of this article
that I have been attempting to
write in a simple ABC manner is
that the retailer is entitled to a
very large share of this class of
business that is outside of regular
retailing, but, of course, he will
not get the business unless he goes
out after it and is willing to fight
for it. The business logically be-
longs to the retail trade and with
energetic action, salesmanship and
footwork a large part of this busi-
ness can be regained by the retail
trade.



Eagle No. 66 Handy Oiler

This Handy Oiler is said to sight
like a revolver, discharge oil as the
result of trigger action and reach the
spot whether the distance is $\frac{1}{4}$ in. or
25 feet. Has an all brass shell, rein-
forced beaded body, seamless detach-
able brass spout, machined and ground
brass plunger, no solder connections on
pump mechanism. According to the
manufacturer, flow of oil is controlled
by mechanically operated brass plunger
located in a position that enables the
operator to use the index finger;
plunger does not hide operator's view



in close places and does not rock spout
at the tip end. Pump is not removed
from can for filling. Attractive counter
display offered. Eagle Mfg. Co., Wells-
burg, W. Va.

LOOK FOR THE DISTINCTIVE CROSS PACKAGE

red-white-black
YOUR CUSTOMERS DO!
all

O. K.

if they're



W. W. CROSS & CO. INC., EAST JAFFREY, N. H.

THE ONLY BRUSH RESTORER
THAT HAS BEEN NATIONALLY
ADVERTISED FOR YEARS...

SAVABRUSH

Stock up and hook up
...your jobber has it!
Schalk Chemical Co.,
Los Angeles, Chicago.

There is
ALWAYS
A MARKET
for
STEWART
PRODUCTS

IRON FENCES
and entrance gates
CHAIN LINK WIRE
fences and gates
SETTEES AND
outdoor furniture
IRON RAILINGS
for stairs, porches, etc.

Write for dealer
proposition

The STEWART IRON
WORKS CO., Inc.
334 Stewart Block
CINCINNATI, OHIO

Stewart
FENCES



ALWAYS NEEDED!
A List of

WHOLESALE HARDWARE HOUSES Giving

Names and Addresses; Capitaliza-
tions; Lines Handled; Territories
Covered; Number of Men Travelled;
Names of Officers and Buyers.

Useful for

PERSONAL SALES CONTACTS
CREDIT DEPARTMENT
DIRECT MAIL WORK

HARDWARE AGE VERIFIED LIST

239 W. 39th ST., NEW YORK, N. Y.

R. MURPHY'S STAY SHARP PAPER HANGERS' KNIVES



Paper Hangers' Knives
MADE IN 5 STYLES

In 1850—86 years ago
the finest of work knives.
In 1936—86 years later
Still the finest of work knives—
better than ever.

Sell R. Murphy's Work Knives.
They are profitable. The only
"comeback" is for more.

Complete catalog prices on
request

ROBERT MURPHY'S SONS CO.
Ayer, Mass., Est. 1850

No. 2 Round Point $3\frac{1}{2}$ " blade
No. 3 Round Point $3\frac{1}{2}$ " blade
No. 2 Square Point $3\frac{1}{2}$ " blade
No. 3 Square Point $3\frac{1}{2}$ " blade
No. 1 Square Point $3\frac{1}{2}$ " blade

OTHER GOOD SELLERS

Shoe Knives
Oyster Knives
Skiving Knives
Rubber Knives
Clam Knives
Mackerel Knives
Cigar Knives
Pruning Knives
Oilcloth Knives
Plaster Knives
Kitchen Knives
Stonell Knives
Manual Training
Knives
Roofing Knives
Shirt Cutters'
Blades and
Handles



NEW
Silent Salesman for
STOVINK

Will greatly increase your
sales of this thoroughly
established necessity. Stov-
ink-blackening for hot stoves—
guaranteed not to burn off—
is in steady demand every-
where.

All shipments of one-ounce
size now being made in new
display carton containing
twelve bottles.

JOHNSON'S LABORATORY, Inc.
Manufacturing Chemists
WORCESTER, MASS.

for Safety and
Satisfaction

ACCO

WELDED and WELDLESS
CHAIN

Made by the World's Largest
Manufacturer of Welded
and Weldless Chain.
American Chain Company, Inc.
Bridgeport, Conn.

World's Largest Manufacturer
of Welded and Weldless Chain



IN BUSINESS FOR YOUR SAFETY

A COMPETITIVELY PRICED TOOL

C
&
L



800 TORCH

THE occasional user can-
not find a better torch for
his purposes than this
model which has a full
length burner. Although
it has all the sturdy, well-built
features of C & L manufacture,
it is priced to reach the widest
market. C & L 600A and C & L
158A are other torches in our
popular-priced line.

Write for descriptive folder to the

**CLAYTON &
LAMBERT Mfg. CO.**

Detroit, Michigan

Makers of World's Largest
Selling Firepots

CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach *Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen*

• CLASSIFIED ADVERTISING RATES •

Positions Wanted Advertisements
at special rate of one cent a word, minimum 50 cents per insertion.

All Other Classifications

Set Solid, Maximum of 50 words....\$3.00
Each additional word06
All Capitals, Maximum of 50 words... 4.00
Each additional word06
Allow Seven Words for Keyed Address.

Boxed Display Rates

1 inch\$5.00
Each additional inch 4.00

Discounts for Consecutive Insertions
4 insertions, 10% off; 8 insertions 15% off.
Due to the special rate, these discounts do not apply on Positions Wanted Advertisements.

REMITTANCE MUST ACCOMPANY ORDER
Send check or money order,
not currency.

HARDWARE AGE is published every other Thursday. Classified forms close 13 days previous to date of publication.

NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

Address your correspondence and replies to

HARDWARE AGE

Classified Opportunities Dept.
239 West 39th St., New York City

• BUSINESS OPPORTUNITIES

TAPS DRILLS DIES

Tap Wrenches, Die Stocks, Bridge Reamers. Large stock Special and Regular sizes, worthy of attention of quantity buyers. Best American makes; very low prices.

HENRY K. FORT COMPANY
2227 N. American St., Phila., Pa.

I WANT TO BUY A retail hardware store in New England. Prefer a community of 15,000 to 50,000 population. Your letter containing full details will be held in strict confidence. Address Box E-2, care of **HARDWARE AGE**, 140 Federal St., Boston, Mass.

FOR SALE—OLD-ESTABLISHED WHOLESALE hardware firm in the East doing a volume business. A bargain to a quick buyer. Going into the manufacturing line. Address Box B-963, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

FOR SALE—HARDWARE BUSINESS AND building. Business established over fifty years, located in one of the best sections of Pittsburgh, Pa. Clean stock. Building is a three-story brick with a two-story frame in rear. Not interested in brokers or special sales. Address Box B-959, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

STORE FOR SALE—A GOING hardware, housefurnishings and paint store located in a thriving suburban community near New York City can be purchased at a sacrifice price. The clean and well-balanced stock together with the store's modern display fixtures will inventory about \$5,500, but can be bought for \$3,500 cash. Address Box B-962, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

SALES REPRESENTATIVES WANTED

WANTED—SALESMAN WHO CALLS ON trade regularly to sell salesbooks, register forms, sealing tape. State territory covered. Address—Syracuse Salesbook Company, Dept. H, Syracuse, New York.

WANTED: SALESMEN CALLING ONLY ON retailers of hardware and plumbing supplies. Commission basis. Exceptionally good side line. Old established reliable firm. Give particulars. Address Box B-967, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

Sales Representatives Wanted

Manufacturers' representatives calling on hardware, janitor and mill supply trade to handle Skat Metal Polish as a side line on strictly commission basis. Remarkable repeat business. Please furnish references, experience and territory covered.

THE SKAT COMPANY, Hartford, Conn.

SALES REPRESENTATIVES WANTED

SALESMEN DESIRING PERMANENT CONNECTION—WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis, Minnesota.

WE WANT SALESMEN CALLING ON garages, filling stations and hardware stores to sell our line of fast selling, nationally known merchandise. Small initial investment required which is guaranteed. Tell us lines carried and territory covered in first letter. Write us today. Address Central Sales Company, Box 538, Hastings, Nebraska.

A LARGE AND WELL-KNOWN COMPANY, manufacturing a varied line of hardware, are in the field for commission salesmen, who in turn must have well-established lines and fields of activity either among jobbers and large consumers, or separately. In reply give full details of territory regularly covered, and firms represented. Address Box B-970, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

MANUFACTURERS' REPRESENTATIVES CALLING ON THE BUILDERS' HARDWARE TRADE TO HANDLE A FIRST QUALITY LINE OF BUILDERS' HARDWARE. LIBERAL COMMISSION WITH FULL REPEAT IN RESTRICTED TERRITORY. GIVE FULL QUALIFICATIONS. ADDRESS BOX B-957, CARE OF HARDWARE AGE, 239 W. 39TH STREET, NEW YORK CITY.

SALESMEN WANTED TO SELL AS a side line on a commission basis a line of electric light bulbs manufactured under General Electric Company's patents. Several territories open. Must have following with wholesale trade only. Applicants must state territory wanted, also lines now carried. All replies will be strictly confidential. Address Economic Lamp Company, Malden, Mass.

SALESMEN—TO REPRESENT OLD WELL-ESTABLISHED concern in following States: Pennsylvania, Ohio, Michigan, Alabama, Georgia, Florida, Iowa, North Dakota, South Dakota, Montana, Idaho, Nevada. Splendid opportunity for live wires to sell high-grade line of saws to hardware jobbers and to retail hardware stores through hardware jobbers. State references, lines now carried, class of trade covered and how often. Address Box B-952, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

Sales Representatives Wanted

To sell leather half soles and rubber heels to jobbers in New England, Ohio, Indiana and Southwest. Straight commission on all orders received from territory. Line established in 1920.

THE HAGERSTOWN LEATHER COMPANY
Hagerstown, Maryland

SALES REPRESENTATIVES WANTED

SALESMEN—TO REPRESENT OLD WELL-ESTABLISHED concern calling on mill supply distributors; also on saw mills and large industrial consumers in the following States: Ohio, Pennsylvania, New York, Alabama, Georgia, Florida, Mississippi, Louisiana, North Dakota, South Dakota, Montana, Idaho, Nevada. Splendid opportunity for live wires to sell high-grade line of saws through mill supply distributors. State references, lines now carried, class of trade covered and how often. Address Box B-953, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

HELP WANTED

NATIONALLY KNOWN MANUFACTURER IS LOOKING FOR AN EXPERIENCED HARDWARE MAN

Age 30 to 40 years, to take charge of their New York Office. Office has been established twelve years. Applicant must be acquainted with jobbing trade in Metropolitan District, Philadelphia, Baltimore, Washington and Virginia. Salary and bonus.
Address Box B-947, care of **HARDWARE AGE**, 239 W. 39th St., New York City

HARDWARE SALESMEN—WE HAVE SEVERAL openings at the present time for hardware salesmen with followings among the industrial plants in the metropolitan district of New York City. These positions pay \$25 a week with commission plus car expenses. Address Associated Placement Bureau, 152 W. 42nd St., N. Y. City.

SALESMAN WITH FOLLOWING IN RETAIL hardware trade to sell full line of electrical supplies, plumbing supplies and hardware specialties. Position open with a progressive Jersey jobber. Prefer man familiar with Southern Jersey trade. Liberal commission. Write details and references. Address Box B-969, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

Builders' Hardware Salesman Wanted

Boston territory — must have contact with buyers and be able to show clean record. Man over 40 preferred. Tell all about yourself first letter.

Address Box B-964,
care of **HARDWARE AGE**,
239 W. 39th St., New York City.

SALES ACCOUNTS WANTED

MANUFACTURER'S REPRESENTATIVE WITH HEADQUARTERS IN Detroit, Michigan, desires volume and other lines for Michigan. Would consider Northern Ohio covering the hardware jobbers and large retailers, department and electrical stores and lumber dealers. Would consider Detroit as a distributing point. Address Box B-955, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

SALES ACCOUNTS WANTED

MANUFACTURING RIGHTS WANTED BY CANADIAN FACTORY. A large Canadian factory with 25 years' excellent manufacturing and selling record to the farm and hardware trade, can handle additional lines. Royalty or other basis. This is an opportunity for United States firm to find a profitable Canadian market without the expense of setting up plant. All communications held strictly confidential. Address Box B-951, care of **HARDWARE AGE**, 239 W. 39th St., New York City.

WOULD LIKE TO SECURE SEVERAL ESTABLISHED OR UNESTABLISHED LINES OR SPECIALTIES SELLING TO JOBBERS OR DEALERS OF HARDWARE, HOUSEWARE, DRUG, DEPARTMENT AND CHAIN STORES. WE HAVE AT OUR DISPOSAL A NUMBER OF HIGHLY EXPERIENCED AND SUCCESSFUL SALESMEN WITH WIDE FOLLOWING. NEW YORK AND EASTERN STATES. ADDRESS BOX B-968, CARE OF **HARDWARE AGE**, 239 W. 39TH ST., N. Y. CITY.

POSITIONS WANTED

Hardware Personnel

Our files contain applications of several hundred experienced and well-trained employees in the hardware industries.

NO CHARGE TO EMPLOYERS FOR THIS SERVICE

If we can be of any help to you, just phone
ASSOCIATED PLACEMENT BUREAU
152 West 42nd Street New York City
WIS. 7-1802, 1803

YOUNG MAN EXPERIENCED HARDWARE AND sporting goods clerk and bookkeeper. Can type and operate mimeograph. Good health. Good reference and will go anywhere. Address Box B-954, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

YOUNG MAN LIVING IN New York City with 11 years' retail experience in one establishment selling hardware, housefurnishings, paints, and electrical merchandise, desires connection with substantial retail concern, wholesaler or manufacturer. Electrical repairing and locksmith experience. Best of references. Address Box B-936, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

POSITIONS WANTED

SALESMAN WITH ESTABLISHED FOLLOWING IN Western New York would like to connect with a manufacturer of a fast selling product to the hardware, novelty, drug and department store trades. Experienced in developing market with new items. Address Box B-958, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

ACCOUNTANT - BOOKKEEPER, OFFICE MANAGER, EXECUTIVE, 13 years' thorough experience, credits, collections, systematizer, complete office control, accustomed responsibilities; 9 years in hardware, plumbing, and real estate supplies. Good personality and references. Address Box B-942, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

THE UNDERSIGNED OFFERS HIS SERVICE to a manufacturer who is seeking a reliable and experienced salesman to cover the Southern States, calling on the jobbing trade. Fifteen years' highly successful experience in the South calling on hardware jobbers. Address Box B-913, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

TRAVELING SPECIALTY SALESMAN 15 YEARS' EXPERIENCE covering 36 States selling to wholesale hardware, auto, factory, plumbing, sporting goods, large industries, railroads, contractors, large retail hardware, furniture and seed jobbers. Clean cut, active, convincing, experienced in demonstrating and advertising. Address Box B-944, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

SALESMAN. THIRTY-FIVE YEARS OLD with twelve years' successful selling experience would like to connect with a reputable manufacturer. Sold the drug and hardware jobbing trade in the South, Middle West and New England. At present employed but will be available February 15th. Address Box B-956, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

HARDWARE BUYER: WHOLESALE, EIGHTEEN YEARS' purchasing experience. Capable, reliable and competent. Making change. Twenty years' wholesale experience with two jobbers. Excellent record and references. Know the jobbing business from A to Z. Correspondence invited. Address Box B-966, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

EXPERIENCED SALESMAN, AGE 40, WANTS job selling merchants or manufacturers in the Tennessee Valley Territory. Prefer hardware or automotive line for jobber or manufacturer. Can arrange to warehouse stock here if desirable. Commission or salary basis. Address P. O. Box 279, Florence, Ala.

POSITIONS WANTED

SALES MANAGER WITH TEN YEARS' CONTACT

with hardware, mill supply and industrial fields, national and foreign, is ready to undertake a sales building job. Wide personal acquaintance among the larger buyers in these fields. Thoroughly experienced in sales direct to user as well as through jobber and dealer outlets. Also operation of branch sales offices and warehouses. American, with mature judgment and young enough to use it aggressively. Married. Speak several languages. Traveled extensively in field work and will locate anywhere. Willing to base compensation upon results accomplished.

Address Box B-955, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City

ADVERTISING—SALES PROMOTION: 16 YEARS preparing manufacturers' advertising and sales plans—worked with dealers and specialty salesmen—familiar with electrical merchandising, air-conditioning, and new building and modernization—will bring broad and intensive experience to company requiring advertising or sales manager. Address Box B-965, care of **HARDWARE AGE**, 239 W. 39 St., N. Y. City.

EXPERIENCED IN HARDWARE, HOUSE-FURNISHINGS, ELECTRICAL, plumbing, mill and factory supplies; store departmentizing and display work, also considerable experience in window trimming doing my own show card and sign work. Desire to locate for a permanent position where hard work and good sales work will be appreciated. Address Box B-961, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. C.

DISPLAY MAN, AD MAN, SIGN WRITER, 12 years' experience, 36 years old, married. Best references. Can build and install good selling windows, write forceful ads, make all kinds of signs, backgrounds, etc. Winner of many national display and advertising contests. Experienced in hardware, auto accessories, household, electrical appliances, toys, sporting goods, kodaks, cutlery, paints, etc. Capable of managing all sales promotion. Address Box B-960, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

Some Items of Interest

Did you know that—

Nine out of ten (92%) of the advertisers using the national hardware papers during 1935 **used Hardware Age!**

and

Seven out of Ten (69%) of those who used Hardware Age during 1935 used Hardware Age ONLY.

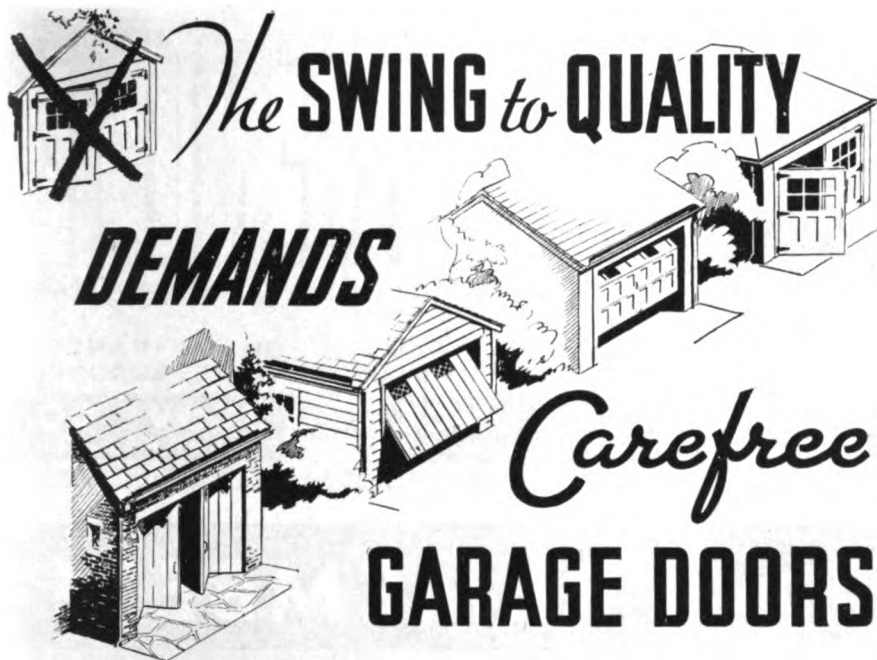
This great advertiser preference for and confidence in Hardware Age has been built up year by year as more and more manufacturers experienced its effectiveness as an instrument for cultivating the great hardware market.

Advertisers, experienced in marketing through the hardware trade, **know** that it **Pays to Concentrate in Hardware Age.**

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The **SWING to QUALITY**

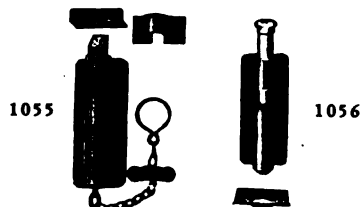
DEMANDS

Carefree
GARAGE DOORS

One of the most important door hardware jobs in a home—one of the quickest places to prove the folly of "cheap" hardware—**GARAGE DOORS!**

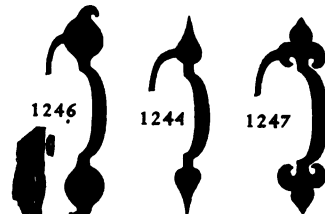
Those who were fooled on cheap garage door hardware aren't the only ones who will listen now, when you talk "STANLEY". Anyone who has *seen* poorly hung, sagging garage doors is a prospect for Stanley equipment. They want appearance and service today—smooth, quiet operation. They want *Carefree* garage doors—and you make your fair profit every time you sell them!

CHAIN AND FOOT BOLTS



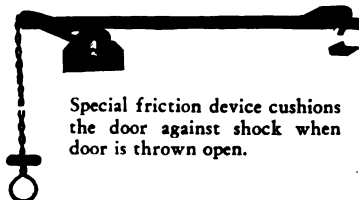
For garages, residences, and industrial buildings.

MORTISE THUMB LATCHES

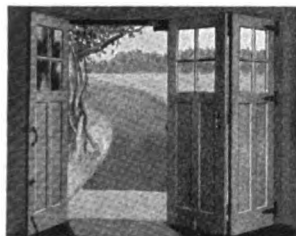


Attractive colonial designs.

GARAGE DOOR HOLDERS No. 1793

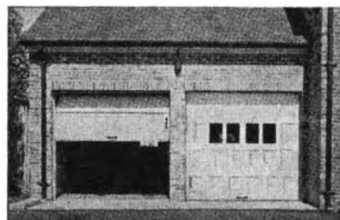


Special friction device cushions the door against shock when door is thrown open.



**FOLDING SLIDING GARAGE DOOR
HARDWARE—"UNDER-SOFFIT"
TYPE No. SX2613**

Weather proof track is fastened directly to under side of soffit or header. No head room is required. Doors can be hung to swing either out or in.



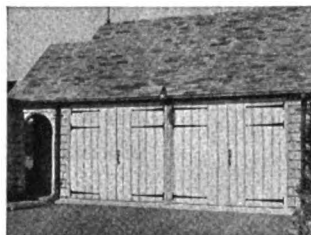
**"ROLL-UP" DOORS
No. 2711**

The finest garage door equipment. Heavy coiled springs do the work. Doors need merely to be started and then float into fully open position.



**"SWING-UP" DOORS
No. 2730**

Applied to old or new doors. Heavy coil springs raise the doors into the full open position. Heavy metal side strips make the door weather-proof.



**HINGED DOOR GARAGE
HARDWARE SET No. 1780½**

Three pairs heavy ball bearing colonial hinges, 32 inches in length. "Kee-Bolt" affords quick and secure means of latching and locking both doors. Friction type door holders prevent strain on the doors and jambs.

STANLEY Is Helping You Sell *Carefree* Service

To two million people—to architects, contractors and prospective home builders—Stanley is telling the advantages of "Carefree Doors". No one who influences the purchase of hardware for the home is being neglected.



BOOKLET
*Shows
Items*

In Your Own Stock

The 32 page booklet, "Carefree Doors" will be read by thousands of people contemplating building or modernizing. It will help to convince them of the economy of quality—help you to make profitable sales. Send for your supply of these booklets now, so you can benefit directly by all the 1936 Stanley advertising.

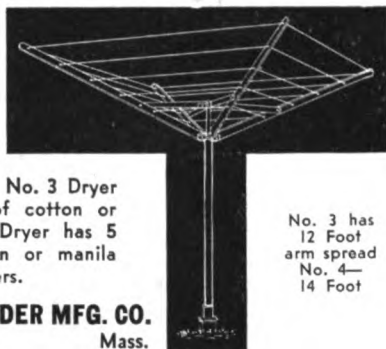
THE STANLEY WORKS
New Britain, Conn.



FOR *Carefree* DOORS SELL STANLEY HARDWARE

HYGRADE STEEL POST DRYERS

Attractive — all wooden parts waterproofed. Removable top. Long arms painted yellow—support arms red. All metal parts galvanized. Easily removed from box (which is included), when not in use. No. 3 Dryer has 4 lines, 110 ft. of cotton or manila rope. No. 4 Dryer has 5 lines, 150 ft. of cotton or manila rope. Both good sellers.



No. 3 has
12 Foot
arm spread
No. 4—
14 Foot

THE MOULTON LADDER MFG. CO.
Somerville Mass.
New York Distributor: H. Kornahrens, Inc.



To completely satisfy your customers, ask your jobber for COLUMBIAN Tape-Marked. You can tell it by the Tape-Marker in all sizes and the red, white and blue surface markers in $\frac{3}{4}$ inch diameter and larger.

Columbian Rope Company, Auburn, "The Cordage City", N. Y.

WATERPROOFED - GUARANTEED

OSBORN

BRUSHES

mean more profit from your brush counter.

Ask your jobber.

THE OSBORN MANUFACTURING COMPANY

5401 Hamilton Avenue

Cleveland, Ohio

Sales Offices: New York-Detroit-Chicago-San Francisco

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OIL RANGES GAS RANGES OIL HEATERS RANGE BURNERS

FLORENCE
GARDNER, MASS.

STOVE CO.
KANKAKEE, ILL.

NEW YORK, CHICAGO, BOSTON, ATLANTA, DALLAS, DETROIT, SAN FRANCISCO

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• IRWIN SELLS
THROUGH WHOLESALE
DISTRIBUTORS ONLY!

THE IRWIN AUGER BIT CO.



Money Makers!

STAR Heel Plates are sure Money Makers because they're sure sellers. Their downright good quality makes customers REPEAT every time. Time to order. 9 sizes to fit smallest to largest shoes. Send for SAMPLES—be convinced.

Sold by Leading Jobbers.

STAR HEEL PLATE CO.
Newark N. J.

Genuine DOMES of SILENCE

SLIDE SILENTLY - SOFTLY - SMOOTHLY

40¢ SET - 10¢ SET - 10¢ SET

SAVE FURNITURE
& FLOORS—CREATE QUIET

Look for words "DOMES of SILENCE"

INSULATED—NOISELESS FOR TILE
CEMENT OR MARBLE FLOORS IN
BATH ROOMS, RESTAURANTS, ETC.

LARGE SIZE FOR METAL & WOOD BEDS
LARGE CHAIRS & ALL FURNITURE..

Ask your Jobber—

If he is not supplied, write to

DOMES of SILENCE, Inc., 35 Pearl St., N. Y. C.



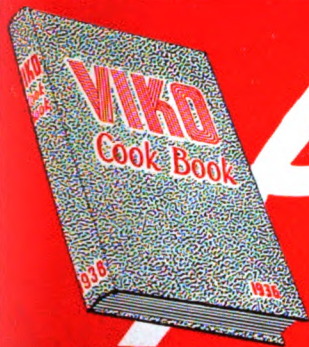
it's FREE THIS NEW ALL-METAL REVOLVING DISPLAY CABINET



A display of Moore Push-Pins, glass and aluminum heads, and pushless hangers, will ring up many an extra dime on your cash register.

A new revolving display cabinet is given free with an order for 72 assorted window front packets. Start today to increase your profits... order from your jobber.

MOORE PUSH-PIN CO.
113-125 Berkley St., Phila.



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THE GUARANTEED ALUMINUM

A MIRRO PRODUCT

You give your customers *absolutely free*, this handsome cloth-bound, washable cover, Viko Cook Book, with 252 pages of kitchen tested recipes—a positive sales builder and profit maker for you.

252 PAGE
COOK BOOK



No. 1240 FREE VIKO COOK BOOK PACKAGE

includes twelve items, as follows

| Quantity | Size | Utensil | Special Retail, ea. |
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| 1 | 6-Cup | Drip Coffee Maker.... | 1.79 |
| 1 | 4-Qt. | Covered Sauce Pan.... | .99 |
| 1 | 1½-Qt. | Percolator..... | 1.39 |
| 1 | 2-Qt. | Percolator..... | 1.49 |
| 1 | 6-Qt. | Covered Kettle..... | 1.39 |
| 1 | 8-Qt. | Covered Kettle..... | 1.59 |
| 1 | 5-Qt. | Tea Kettle..... | 2.19 |
| 1 | 6½-Qt. | Tea Kettle..... | 2.49 |
| 2 | 1, 1½, 2-Qt. | Self-Meas. Pan Set.... | 1.39 |

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DEALER MARGIN

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Attractive Window Banners and 12 FREE Viko Cook Books packed with each package.

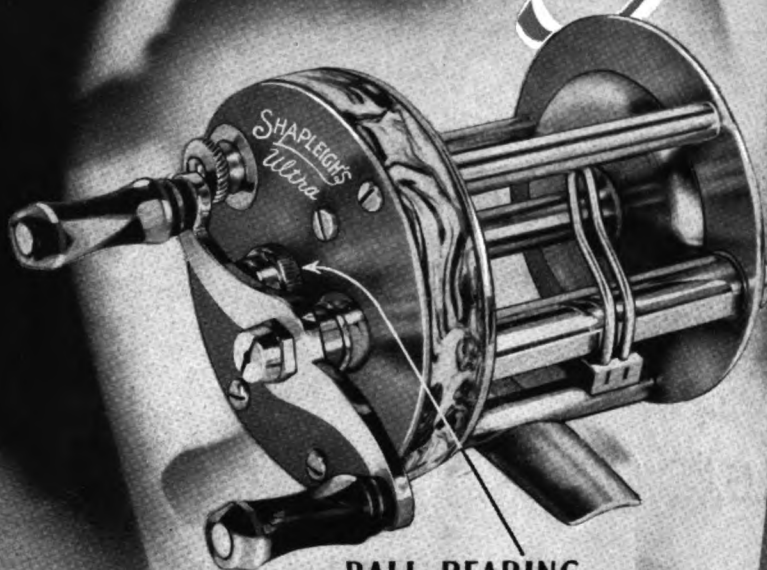
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